"A Logo for Zero Evictions Campaign!" Competition

The International Alliance of Inhabitants (the organizer) launches an international competition open to anyone who possesses talent for design and would like to contribute as a volunteer in the battle for housing rights without borders.

The aim of this competition is to create an official Logo that will be used as a trademark of "IAI-Zero Evictions Campaign".

This Logo will be a symbol identifying those who are fighting for housing rights without borders, thus reinforcing their visibility and objectives.

The Logo will be officially presented during the World Social Forum (Nairobi, 20-25 January 2007) so as to create an impact and propagate it at a worldwide level.

Guidelines

The Logo will be judged by its aesthetic qualities as well as its capacity to express the aim of the Campaign and the organization in the most simple, original and best way.

The Logo should somehow represent the main aspects of "IAI-Zero Evictions Campaign", communicating the activities of the organisation as well its philosophy:

· The International Alliance of Inhabitants is a global network of associations and social movements of inhabitants. The objective is the construction of another possible world starting from the achievement of the housing and city rights.
  >>> The Logo should communicate the idea of networking in solidarity for housing and city rights.

· The International Alliance of Inhabitants launched the Zero Evictions Campaign to mobilize international solidarity, starting from the inhabitants directly concerned, in order to restore their hope of achieving dignity and security in housing.
  >>>The Logo should communicate the idea of mobilizations for security of tenure.

· It is present all over the world.
  >>> The Logo should express this worldwide dimension.

· It is likely to federate organisations from all over the world.
  >>>The Logo should use a multicultural graphic design understandable in any country.

· It is likely to work in the urban, modern, rural, traditional or so called "undeveloped" environments.
  >>>The Logo must be understandable in various environments.

· It's partners are likely to be diverse (inhabitants associations, local authorities, NGO, etc.).
  >>> The Logo must be comprehensible to a very large public, even people who don't know the organization.

You can find more information on the "IAI-Zero Evictions Campaign" by clicking on www.habitants.org

Graphic Design
· The Logo must be clear
· The Logo should be made up of two distinct elements:
• A symbol
• A separate text showing the name of the organization-campaign

Symbol
· The symbol will combine form and color in order to express these ideas.
· It should be simple and easy to understand.
· It should be powerful and easy to memorize
· It should be original and easy to recognize
· The symbol must communicate the idea whether it is big or small, in color or black & white or inverted on a black background.

Text

- · The text will show the full name of the organization: "International Alliance of Inhabitants - Zero Evictions Campaign"
- · The symbol must not include any text
- · The text must be placed next to the symbol
- · Font, size, color and position of the text will be part of the graphic design task.

Submission

Participants may send a maximum of 3 drawings
Submission documents will be made up of one picture and a layout document

Layout

1 PDF file, size A4 showing minimum:
- Original Logo: small (height 2cm) and large (height 5cm)
- Its 4 different versions (as described below)
The layout is free and can include concept drawings or an explanation text of maximum 300 words
The text may be written both in English, French or Spanish

Picture

1 JPG file, height 5cm, 300dpi
- Logo, color, displayed on white background
- Logo, black and white, displayed on white background
- Inverted Logo color, displayed on black background
- Inverted Logo black and white, displayed on black background

Rules

No fee for registration is required.

Name, e-mail address and mailing address of the Designer must be mentioned in the e-mail together the with submitted work.

All valid submissions will be shown on the web at: **www.habitants.org**

The winner will be advised by e-mail by the IAI coordinator
He/She will then deliver the original file (preferably an EPS-file)
Graphics submitted must not contain previously copyrighted artwork.
All the entries will become property of the "International Alliance of Inhabitants".

Responsibilities

The organizer will not be held responsible for any damage or loss of files sent through the internet, or for any negative consequences or damage which may derive to the participants signed up for the competition. The participants must own the exclusive rights for each work presented. The organizer will not be held responsible for any requests of damages or claims by third parties for copyright violations or for any damages related to the work presented.
All responsibilities related to the presentation of works for the competition are to be assumed by the participant, who will send his/her works at his/her own risk and under his/her own responsibility.

Participants' rights

All moral rights belong to the participants.

Organizer's rights

The organizer reserves the permanent, exclusive right to publish, reproduce, show, distribute and visualize on screen, the designs received with any instrument or supports managed by the organizer. Furthermore the organizer reserves the right to use the designs in any way without the written consent of the participant and without offering economic compensation of any type to the participants.

Privacy of Personal data

The organizer is obliged to protect the privacy of the participants, preventing improper use or falsification of personal data. In cases of necessity the organizer will see the personal data of the participants to third parties who collaborate to the management of the competition.

Judges/ Committee

The proposals will be examined by the Coordinating committee of the International Alliance of Inhabitants. The members of the Coordinating committee will not respond to requests for information or comments regarding its work. The decisions of the Coordinating committee will be final and indisputable.

The winning Logo

IAI is a volunteer organization, therefore monetary prizes are not contemplated.

We consider volunteer activity of talented people to be a small but great contribution to the battle for solidarity and housing rights without borders.

To highlight this contribution, all the proposals will be inserted in a special page of www.habitants.org, a website which generates more 150.000 contacts each month.

The winning Logo will be presented officially, together with mention of the name of the author, during the WSF 2007, Nairobi 20-25 January 2007.

Deadlines:

Send freely your submission by e-mail to info@habitants.org between **November 23th - December 23th, 2006**

Final clauses

At the moment of registration, it is presumed that the participants have read and understood the agreement, accepting all of the rules and terms.

In case of controversy between the participant and the organizer, the case will be settled under the jurisdiction of the competent court of Padova, Italy.

Thank you, in solidarity!