

## Organisation of Educational Cooperation (OEC)

### *Emblem Design Contest*

#### **(1) Background**

The Organisation of Educational Cooperation (OEC) is an inter-governmental organisation (IGO) established by Latin American, Caribbean, African, Asian, Middle Eastern and Pacific Island countries as an instrument of solidarity-based cooperation to achieve the commitments made in the Universal Declaration of Balanced and Inclusive Education (UDBIE). The Organisation serves to contribute to the realisation of the collective aspirations for equitable, sustainable development of countries of the Global South, underpinned by the principles of multilateralism, solidarity, and self-determination.

#### **(2) Scope of request**

OEC is in the process of developing its visual identity and is launching an international contest for the design of OEC's emblem from a creative and talented graphic designer from one of the OEC's Founding States.

#### **(3) Objectives of the emblem design**

The following branding objectives shall guide the work undertaken by the candidates:

- (1) Raise awareness regarding OEC and the principles and values of the Organisation;
- (2) Visually communicate OEC's identity among stakeholders in digital and non-digital communications channels and enhance brand recognition;
- (3) Build momentum and visibility for what OEC represents among stakeholders in OEC Founding States and beyond.

#### **(4) Submission criteria**

All candidates shall meet the requirements outlined for the conceptualization of OEC's emblem in the present document.

Emblem designs shall be provided in vector format (.eps, pdf, ai, with transparent background) and in photo format (png with transparent background and jpeg). It must have resolution options that overlay it for a video up to 300dpi - it must be possible to apply either on light or dark backgrounds or with the same file or with two files. Color profile shall be in RGB suitable for color printing and appearance in flags.

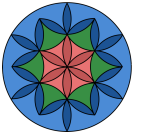
Emblem design proposals shall comply with the following criteria:

- (1) Reflect the values and mission of the Organisation;<sup>1</sup>
- (2) Not contain too many graphical elements and be recognisable;
- (3) Be an original creation and in no way inspired or derived from existing works nor belong to third parties, be an existing trademark, or an image protected by copyright;
- (4) Recall or evoke the UDBIE, notably through its symbol;<sup>2</sup>
- (5) Reflect that the OEC is a new IGO of the Global South;
- (6) Be culturally neutral, namely by not emphasising a specific culture over others;
- (7) If the official name of the Organisation of Educational Cooperation (OEC) is included in the emblem design, it should be included in all four official languages (French, Spanish, English and Arabic).<sup>3</sup>

<sup>1</sup> <https://oec-oce.org/wp-content/uploads/2020/02/Charte-anglais.pdf>

<sup>2</sup> [https://oec-oce.org/wp-content/uploads/2020/02/UDBIE\\_Anglais.pdf](https://oec-oce.org/wp-content/uploads/2020/02/UDBIE_Anglais.pdf)

<sup>3</sup> English: Organisation of Educational Cooperation (OEC); French: L'Organisation de Coopération Éducative (OCE); Spanish: Organización de Cooperación Educativa ; Arabic : منظمة التعاون التعليمي



## **(5) Submission of proposals**

All proposals must be received by OEC no later than **18 December 2020**. Proposals received after the indicated deadline will not be accepted.

### Who are eligible to participate in the Contest?

This Contest is addressed to all young people between 18 to 40 years old, nationals of one or more OEC Member States.

### How can proposals be submitted to the OEC?

- Proposals must not contain more than one emblem design;
- Proposals for emblem design can be submitted by a single individual and/or a group proposal by more than one individual. Eligible candidates must be nationals of one or more OEC Member State;
- Candidacies must contain;
  - a) letter of transmittal addressed to the Secretary-General-elect of the Organisation containing the full identification of the candidate;
  - b) the annexed form duly filled (see page 3);
  - c) the emblem proposal (in high-definition format);
- All candidates must submit their proposals by email to [info@oec-oce.org](mailto:info@oec-oce.org) using “*CONTEST SUBMISSION – OEC EMBLEM DESIGN*” in the email subject line.

### Who will oversee the selection process?

- The selection process will be overseen by OEC’s Preparatory Committee. Questions regarding the Contest can be submitted to [info@oec-oce.org](mailto:info@oec-oce.org)

## **(6) Award**

The selected emblem will be announced by email by **10 January 2021**. The candidate, or the candidates, who conceptualized the selected emblem will:

- (1) Be awarded USD 950;
- (2) Be invited to meet the Secretary-General-elect of the Organisation, either in person or by videoconference.<sup>4</sup>

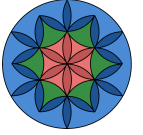
## **(7) Rights and Ownership**

By choosing to participate to this Contest, the candidate, or candidates, whose submitted emblem has been selected commits to concede all copyrights and intellectual property rights to OEC.

OEC reserves the right to not select any submitted design if no suitable submissions are received which meet the needed requirements and standards as assessed by the Preparatory Committee.

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<sup>4</sup> In the event of an in-person meeting, travel-related costs will be borne by the OEC.



*ANNEX: Emblem Design Contest Form*

**Personal details:**

Last name:

First name:

Nationality:

Birth date, location:

Address:

Country of residence:

**Professional details:**

Profession:

Educational institution (if relevant):

Address of educational institution (if relevant):

**Contact details:**

Mobile number:

Email address:

**Assignment of copyright:**

I, the undersigned, irrevocably and permanently agree to waive the copyright and moral right to the emblem of OEC and shall assign and transfer to OEC the right and permission to re-produce, re-publish and re-print the emblem in any format deemed appropriate by the Organisation, should it be selected by the end of this contest.

Date and location:

Signature: