



OPEN CALL FOR DESIGN OF TRADEMARK FOR SERVICES AND PRODUCTS OF SOCIAL ENTERPRISES

I. ABOUT THE PROJECT

The “Support to Social Enterprises” is an EU-funded project implemented by EPTISA. The project is focusing on social entrepreneurship development in North Macedonia. The overall objective of the project is to “support long-term and sustainable employment and business opportunities for vulnerable and marginalized groups.”

The following institutions take part in this project:

- Ministry of Labour and Social Policy (MLSP) as Beneficiary
- Delegation of the European Union to the Republic of North Macedonia – as Contracting authority
- Eptisa in consortium with Barka and Ecorys – as Consultant Team

II. OBJECTIVE OF THE CALL

The objective of the call is to select one competition entry from the submitted designs of trademark accompanied with a call – to-action slogan, which will be further used / applied as a trademark on goods and services developed and sold by the social enterprises in the country – Republic of North Macedonia.

The main purpose of the selected graphic design will be to provide brand recognition among customers, consumers and general public to easily identify and support social enterprises work. The winning trademark will be used in practice to advertise the fact that the goods or services provided by social enterprises that use it have been created for a social purpose rather than a for-profit purpose.

III. TECHNICAL REQUIREMENTS

This competition is open to both individuals and legal entities - graphic designers, marketing agencies and / or design studios.



The successful candidates will need to meet the following criteria

- Legal or physical persons
- Age Limit (for individual candidates): 18 years and above
- Experience in graphic design would be considered an advantage - list of references and portfolio of designs should be provided if this is applicable

Participation in the Competition is voluntary and free of charge. Employees and representatives of the organizers or other entities directly involved in the preparation and conduct of the Competition, as well as their relatives, cannot participate in the Competition.

IV. HOW TO ENTER

Each participant may submit a maximum of three competition works. Each of the works should be submitted separately. The submission is only possible via email and should be directed to the following e-mail address: logo.contest@eptisasee.com with the following subject: "SEE TRADEMARK Competition Name and Surname or name of the company".

The e-mail must include 3 attachments (all in English):

1. One PDF file containing the personal information:

- Name, age, address, e-mail and phone number of the Entrant or company details (if applicable)
- CV and portfolio of previous work as stated in Technical requirements (section II)

2. An attachment with proposed trademark saved at a resolution of 300 DPI in two formats as vector graphics in PDF and/or EPS formats and in JPG format.

3. PDF file – trademark and rationale:

- Image of the trademark accompanied with a slogan
- The slogan should be in Macedonian
- Brief explanation in English of the trademark (shape, colors specifications, letters type along and rationale of the design) in no more than 100 words, accompanied with an explanation of the slogan.



V. DATES

The competition is open for 4 weeks, ending at 27.06.2022, 23:59 CET. The works submitted after the deadline will not be considered.

Questions for further clarifications may be submitted on logo.contest@eptisasee.com within the first 10 days from the call opening, until 09.06.2022, 23:59 CET.

VI. SELECTION

Selection Committee consisting of 5 representatives in total from the MLSP, external branding expert and the Social Enterprise Support Team, will review all eligible entries.

Three (3) participants will be shortlisted. Only they those finalists will be contacted to enter the further stage of selection by presenting their proposals at a **show case event**.

Each of the three finalists will have a chance in front of the Selection Committee to present their idea, story, the trademark, and the way of usage and possibilities for application. The showcase event will be open to all stakeholders/invitees (PSC members, ministries' representatives, social enterprise managers, members of government agencies, representatives from SEN, chamber of commerce, universities, etc.).

DESIGN CRITERIA

The trademark and slogan will be judged based on the following criteria:

Criteria Percentage

Relevance of the Concept (the concept needs to relate to the social entrepreneurship – where the society instead of profit is the focus).....40%

Originality (the concept should not be similar to others, should provoke interest and build awareness based on its originality. The slogan should be complementary to the trademark and should be memorable, relatively short and easy to remember).....30%

Artistry, Aesthetic Appeal and Adaptability (the concept should have good visibility – should be visually clear if placed on all applications, should be able to function across different media and in various sizes, should be possible to apply in color, negative as well as black and white)30%





The designs of the presented trademarks must be unpublished and directly created for this competition.

No plagiarism shall be allowed and the trademark shall not use any material (photograph, icon, symbol, image etc.) that is copyright protected.

VII. AWARDS

The winner of the winning logo will be awarded with financial award - with an amount of 1800€ - the winner will be obligated to further develop brand manual with graphical standards for logo application, that will also include adaptation for the companies that are supporters of social enterprises.

The prize is taxable in accordance with applicable law of the competitor's Contracting Party. The organizers cannot be considered liable for any unpaid taxes resulting from this Competition.

By taking part in this Competition, the competitors give their consent that their name and surname will be published on the project's website and social media profiles in case they are selected as winners. Also the final work from those three finalists will be exposed in the Centre in the period after the awards.

VIII. INTELLECTUAL PROPERTY RIGHTS

The winning applicant will acknowledge and agree that all copyright and other intellectual property rights including the right to use, reproduce, modify, publish, license the trademark along its drawings, text or any other content submitted will be awarded free of charge indefinitely to the Centre for the Support of Social Enterprises. The Centre for the Support of Social Enterprises along with the MLSP will provide the final trademark to products and services of previously selected / authorized Social Enterprises.