



ERASMUS+ KA210-SCH · PROJECT EUTHENTIC

# Logo Contest

## Official Rules

*“EUthentic Learning: Diversity, Innovation and a Common Future”*

### 1. About the contest

The **EUthentic Learning: Diversity, Innovation and a Common Future** project (acronym **EUTHENTIC**) is an Erasmus+ small-scale partnership in school education (KA210-SCH) between four schools:

- **Spain** – IES Fray Luis de León (coordinator)
- **Romania** – Liceul Tehnologic de Transporturi Auto Targoviste
- **Greece** – 1st High School of Corfu
- **Türkiye** – Bayrakli Nuri Atik Mesleki ve Teknik Anadolu Lisesi

The partners are launching a logo contest for their students. **The winning design will become the official logo of the project** and will be used on digital platforms, websites and promotional material (such as key rings, stickers and T-shirts).

The contest is also a way to make the project visible and to build a shared European identity: the logo should express diversity, inclusion, innovation, sustainability and a common future.

### 2. Who can take part

- The contest is open to **all students** of the four partner schools. Participation is free.
- **Participation is compulsory** for the students selected to take part in the mobilities of the KA210 project.
- Entries are **individual**, and each participant may submit **one logo only**.
- Participants under 18 need the authorisation of a parent or legal guardian (see Annex A).

### 3. What to submit

#### Requirements for the logo

- **Original work:** the logo must be the participant's own creation and must not copy or imitate existing logos, brands, characters or images protected by copyright.
- **Name:** it must include the project name **“EUthentic”**. Adding the slogan “Diversity, Innovation and a Common Future” is optional.
- **Message:** it should reflect the values of the project: diversity, inclusion, innovation, sustainability, European citizenship and a common future.
- **Simple and versatile:** the logo will be reproduced at small sizes and on different materials, so clear shapes and a limited number of colours work best.
- **No EU emblem:** do not add the EU flag or any funding statement. The project team will add them afterwards.





- **Respectful content:** entries must respect EU values and must not be offensive, discriminatory or inappropriate.

### Technique and format

The technique and file format are open. You can submit a hand-drawn work (scanned or photographed in good light and high resolution), a digital work, or a mix of both, as an image file (PNG, JPG, SVG...) or a PDF.

**Hand-made logos are valued more highly.** The use of **generative AI tools reduces the score** of an entry, and participants must declare in the entry form whether they have used them.

## 4. How to enter

Each school runs its own national phase with the same rules and calendar.

| Country                  | Where to send your entry                                                                                                                                                                                                                  |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Spain                    | Send an e-mail to <a href="mailto:jjnl17@educastillalamancha.es">jjnl17@educastillalamancha.es</a> with: <ul style="list-style-type: none"> <li>• the logo file, and</li> <li>• the completed and signed entry form (Annex A).</li> </ul> |
| Romania, Greece, Türkiye | Submit your entry to your school's Erasmus+ team, following the instructions they publish at your school.                                                                                                                                 |

**Information requested on the entry form (Annex A):** full name, course, school, country and a short description of the meaning of the logo. The form also asks for the technique used and a declaration on the use of AI tools.

## 5. Calendar

| Date (2026)        | Stage                                                            |
|--------------------|------------------------------------------------------------------|
| Friday 13 November | Deadline to submit logos (national phase)                        |
| After the deadline | Preliminary review of the entries by each national Erasmus+ team |
| 16 – 20 November   | National vote by the whole school community                      |
| Monday 23 November | National winning logos are shared among the four partners        |
| 24 – 30 November   | International vote among the four national winners               |
| From 3 December    | Announcement of the winning logo of the project                  |

*The Erasmus+ coordinators may adjust these dates if necessary and will inform the participants.*

## 6. Selection process

### Phase 1 – National phase (in each country)

1. **Preliminary review.** The Erasmus+ team of each school checks that the entries follow these rules, applies the deduction for the use of generative AI and assesses originality and hand-made work. Entries that do not comply can be excluded.





2. **Community vote.** The logos that pass the review are voted on by **the whole educational community of the school**. Each school chooses the voting tool (for example, an online form) and ensures one vote per person.
3. **National result.** The three most voted logos receive the national prizes (see section 8). The most voted logo represents the country in the international phase.

## Phase 2 – International phase

The four national winners compete for the official project logo. The vote is organised among the project coordinators and follows these rules:

- **Two votes per country**, which must go to two different logos.
- Countries **may vote for their own logo**.
- Each Erasmus+ team votes using the criteria in section 7.
- The logo with the most votes wins. In case of a tie, the logo with the higher assessment of originality and hand-made work by the Erasmus+ teams wins.

## 7. Evaluation criteria

| Criterion                      | What we look for                                                                          | Weight           |
|--------------------------------|-------------------------------------------------------------------------------------------|------------------|
| <b>Originality</b>             | A creative, personal and unique idea.                                                     | <b>Very high</b> |
| <b>Hand-made work</b>          | Drawn, painted or crafted by hand, alone or combined with digital tools.                  | <b>Very high</b> |
| <b>Project values</b>          | Expresses diversity, inclusion, innovation and a common future, and includes “EUthentic”. | <b>Medium</b>    |
| <b>Clarity and versatility</b> | Readable, simple and usable at different sizes and materials.                             | <b>Medium</b>    |
| <b>Use of generative AI</b>    | Entries made with generative AI tools lose points.                                        | <b>Deduction</b> |

## 8. Prizes

Each country awards the following prizes to the three most voted logos of its national phase:

| Position         | Prize      | Details                                      |
|------------------|------------|----------------------------------------------|
| <b>1st place</b> | <b>€30</b> | Voucher for stationery and bookshop material |
| <b>2nd place</b> | <b>€15</b> | Voucher for stationery and bookshop material |
| <b>3rd place</b> | <b>€15</b> | Voucher for stationery and bookshop material |

Each partner school funds and hands out the vouchers to its own students with the budget of the project.

**International phase:** there is no additional prize. The reward is the international visibility of the winning logo, which becomes the official logo of the EUTHENTIC project.

## 9. Rights and licence

- The author declares that the logo is original and that it does not infringe the rights of third parties.





- By entering, participants (and their parents or guardians, if they are minors) allow the project partners to publish the entries that go to the vote, for the purposes of the contest.
- The **winning logo is transferred to the project**: the partners may use, reproduce, modify, adapt and distribute it in print and digital media and on promotional material. Modifications include, for example, adapting colours or adding the EU emblem and funding statement.
- The winning logo will be shared under an open licence, **Creative Commons Attribution 4.0 (CC BY 4.0)**, always crediting its author.

## 10. Data protection and image

- Personal data are processed by the participant's school only to manage the contest, in accordance with the General Data Protection Regulation (EU) 2016/679 and national law.
- Only the data requested in Annex A are collected. They are not used for any other purpose.
- The name and image of participants and winners are published only if the participant (or the parent or guardian, if a minor) has given consent in Annex A.
- Participants can exercise their rights of access, rectification, erasure and withdrawal of consent by contacting the Erasmus+ team of their school.

## 11. Questions and claims

The Erasmus+ team of each country answers questions and handles claims about the national phase at its own school. The international vote is organised among the project coordinators.

## 12. Acceptance of the rules

Taking part in the contest implies acceptance of these rules. Entries that do not comply with them, or that include offensive, discriminatory or inappropriate content, can be excluded.





## ANNEX A

# Entry form and authorisation

Euthentic Logo Contest · Erasmus+ KA210-SCH

## 1. Participant

|                                              |                                                                                                    |
|----------------------------------------------|----------------------------------------------------------------------------------------------------|
| Full name                                    |                                                                                                    |
| Course                                       |                                                                                                    |
| School                                       |                                                                                                    |
| Country                                      |                                                                                                    |
| Title of the logo (optional)                 |                                                                                                    |
| Short description of the meaning of the logo |                                                                                                    |
| Technique used                               | <input type="checkbox"/> Hand-made <input type="checkbox"/> Digital <input type="checkbox"/> Mixed |
| Generative AI tools used?                    | <input type="checkbox"/> No <input type="checkbox"/> Yes (please explain briefly):                 |

## 2. Declaration of authorship and licence

I declare that the logo I submit is my own original work and that it does not infringe the rights of third parties. I accept the rules of the contest and, if my logo is the winning one, I agree that it is transferred to the EUTHENTIC project, that it can be modified and used by the partners, and that it is shared under the CC BY 4.0 licence, crediting me as the author.

## 3. Data protection and image consent

- ☐ I consent to the processing of the personal data in this form to manage the contest.
- ☐ I consent to the publication of my logo (and my name) for the community and international votes.
- ☐ I consent to the publication of my name and image if I am one of the winners.

## 4. Signatures

|                    |                                                        |
|--------------------|--------------------------------------------------------|
| <b>Participant</b> | <b>Parent or legal guardian (required if under 18)</b> |
| Signature: _____   | Full name: _____                                       |
| Date: _____        | Signature: _____                                       |
|                    | Date: _____                                            |

