



10 July 2020

## **Call for Proposals – EFTA House Logo A Logo for the EFTA House in Brussels**

The European Free Trade Association (EFTA), the EFTA Surveillance Authority (ESA) and the Financial Mechanism Office (FMO) are international and intergovernmental organisations promoting free trade and market integration through the EFTA framework and the European Economic Area. In 2021, the three organisations will be moving together to a new office building in Brussels – EFTA House.

### **This call for proposals seeks a logo for EFTA House.**

The winning proposal should represent all three organisations and will be prominently featured on the new EFTA House building in the heart of Brussels. The logo should help to establish and promote EFTA House as a landmark in the Brussels European Quarter.

EFTA, ESA and the FMO would like to provide young talents in the graphic design field in the Member States with the opportunity to submit design proposals in response to our call. The three organisations will then shortlist the three best proposals from which a Selection Committee will choose the winning proposal. The selected designer will then be awarded with a contract for the completion of the design.

The value of the contract will be EUR 1000. The completion of the design is estimated to involve approximately 35 hours additional work, together with the Selection Committee. The winner will also be invited to Brussels for a two-night VIP trip to attend the official opening of the EFTA House, where their design will be displayed.

This call for proposals is a unique opportunity for young talented graphic designers and artists in the EFTA States to have their work be a visible and visual part of Brussels' European Quarter.

### **Eligibility and How to Apply**

Students of applied arts, graphic design or similar programmes are invited to submit a proposal for a logo for the new EFTA House by **30 November 2020**.

Applications may be made by all young talents who:

- are enrolled in an applied arts, graphic design or similar programme in an institution in one of the four EFTA States: Iceland, Liechtenstein, Norway or Switzerland, or
- completed their respective programme no more than two years prior to applying.

Applicants should submit by email, to: [EFTAHouseLogocall@efta.int](mailto:EFTAHouseLogocall@efta.int)

- One or two proposals for a logo for EFTA House ("the design"), in a high quality .jpeg or .png file
- A short rationale and explanation of the design (no more than three sentences, in the body of the email), and

- A short introduction of the applicant (<300 words), details of design project experience to date, and a selection of 3-5 previous design works (via a link to a website or attached images).

Only applications fulfilling the formal criteria will be considered for assessment by the Selection Committee.

### **Conditions**

1. The design must be entirely the work of the applicant.  
The design may take inspiration from, use or draw upon elements of the logos of the three organisations (which are publicly available on their respective websites), provided that the logo design itself remains the work of the applicant.  
No unauthorised use of any copyright images, text, or other material will be accepted  
Designs with more than a passing similarity to other international organisations or commercial brands will be disqualified.
2. The email, containing *all* the elements outlined above, must be submitted by midnight (Brussels time) on 30 November 2020.  
Once a submission is made, the only reason a re-submission will be accepted is because of a genuine technical error in the submission.  
The organisations assume no responsibility for technical errors.  
Submissions will receive an automatic email of acknowledgement.
3. The design must be appropriate for the use outlined in the present call, and must be appropriate for public use.
4. The eventual finalised logo will become the property of the three organisations. However, designs submitted as part of the call but not selected shall remain the property of the applicant.
5. The decision of the Selection Committee will be final and not subject to appeal.
6. The Selection Committee reserves the right not to select a design from any of the designs submitted.

### **Contacts**

For further information please contact:

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