



INTERNATIONAL
ARCHERY
FEDERATION
FÉDÉRATION
INTERNATIONALE
DE TIR À L'ARC

Maison du Sport International
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FITA INTERNATIONAL ARCHERY FEDERATION NEW LOGO CONTEST

The aim is to create a new logo to be used for the **Archery World Cup**. The International Archery Federation (FITA) started the Archery World Cup as a new project in 2006.

The new logo is intended to show Archery, which is an **Olympic sport**, not only as a traditional sport, but also one with **a new, modern and dynamic character**.

In addition, the new design should express and incorporate:
the **contemporary** elements of graphic design,
the concept of archery as a **match play sport**,
the **precision** and **elegance** of archery,
any or all **symbolic elements** of archery, i.e., bow, arrow, archer, target.

Usage for the Archery World Cup logo will be extensive and should be considered in the design concept. Please consider all media applications. Here are a few examples:
Print — letterhead, fax, magazines, brochures, booklets, books, programs
Promo pieces — banners, posters, pins, other advertising specialties
Clothing — hats, visors, t-shirts, polo shirts, bags, towels
Big Screen TV — field of play at archery tournaments
Internet and electronic media — website, web TV, e-mail

In the future, the new logo will not only be used for the Archery World Cup, it will be considered for FITA branding at all levels.

It will be helpful for applicants to know more about archery. You can find further information concerning FITA, archery and the Archery World Cup at the FITA website: www.archery.org.

Conditions of Participation:

- a. The contest is open to graphic arts students and academicians, except jury members. It is limited to people that are students (including alumni meaning former students) and professional academicians (current and former).
- b. Every participant may submit a maximum of 3 designs.
- c. Logo designs should be submitted in color and black & white in two formats:
 1. A4 size paper — The height of the color logo should not exceed 14 cm. In addition, there should be black and white and color samples 3 cm. in size at the bottom of the page.
 2. CD (or DVD) — The logo design should be submitted in PDF format and in a professional, graphic arts, commercially-available program, i.e., Photoshop, Illustrator, Freehand, Canvas, or Corel Draw.
- d. Any technique may be used but the technique used should be suitable for printing.
- e. All designs must be original, otherwise they will not be accepted.



- f. The logo page will not contain any names or signatures. The participants will arrange a PIN with one letter and five numbers and this code will be placed on each logo page. The PIN will also be placed on the envelope, which contains the participants' communication information, and the document that states his/her approval of the contest conditions, which must be signed.
- g. All rights for awarded designs belong to FITA according to Swiss law.
- h. Submitted designs will not be returned. Those who wish to have their designs returned must apply to the FITA Office personally.
- i. Contestants' participation is subject to the terms and conditions set forth in this document.

Awards:

The following awards shall be presented at the discretion of the Jury. The Jury is not required to award all prizes. The prizes will be paid within thirty days of the communication of the Jury decision.

First place:	USD 15,000
Second place:	USD 10,000
Third place:	USD 5,000
Three honorable mentions:	USD 1,000 each

The above amounts are inclusive of any tax, including VAT if applicable. Participants shall bear their own costs in connection with their participation. There will be no other payment of costs or other indemnity to participants other than the awards listed.

Deadlines:

Entries will be accepted from January 1, 2007 through May 1, 2007 at the address for submission listed below. **Entries must be received in Lausanne on or before the 1st of May 2007 deadline.**

The Jury will make its decision by the 30th of June 2007.

Jury Members:

The projects will be submitted to a jury made up of the following members:

Prof. Dr. **Ugur ERDENER**, FITA President and Graphic Artist
Mrs. **Phyllis EASTON**, FITA IMAP Chairwoman
Mr. **Tom DIELEN**, FITA Secretary General
Prof. Dr. **Hasip PEKTAS**, Dean, Faculty of Fine Arts, Hacettepe University
Mr. **Nick DARKE**, Creative Director, Team Saatchi - London
Mr. **Lars Haue-PEDERSEN**, Director, TSE Consulting

The decision for awarded designs and ranking is at the sole discretion of the jury.

Address for Submission of the Designs:

FITA, International Archery Federation
"LOGO CONTEST"
Maison du Sport International
Avenue de Rhodanie 54
1007 Lausanne, Switzerland



INTELLECTUAL PROPERTY

Publication for the purpose of the contest

FITA shall have royalty-free use of all projects submitted without limitation for publication in any form or by any means (print, electronic media etc.) in connection with the contest.

Assignment of projects receiving a prize

Subject to their project receiving a prize, the participants hereby assign to FITA any and all rights to use their projects in perpetuity and without limitation.

Based on such assignment, FITA shall have the unlimited right to freely use (including the right not to use), modify, license, assign the use of any logo, design or any part of them under any form or by any means (print, electronic media etc.).

No other compensation, beyond the prizes set forth above, will be due in consideration for such assignment.

The participants retain the right to present their projects in internal presentations of their own personal work.

Third party rights

Subject to their project receiving a prize, the participants hereby assign to FITA any and all rights to use their projects in perpetuity and without limitation.

The participants hereby warrant that they have obtained all the necessary assignments of any person involved in the project. They further warrant that their projects are original and do not infringe upon third party rights. The participants confirm that any use of their projects by FITA will not infringe upon third party rights.

USE OF PROJECTS

It is expressly clarified that, whatever the outcome of the contest, the decision to use any of the logos which will be proposed in the contest, which one(s), how and to what extent, remains entirely within FITA's discretion.

FITA is not bound in any way by the outcome of the contest and the ranking decided by the jury and may choose any of the projects to which a prize has been awarded. FITA remains also entirely free to not select any of the proposed logos as its new logo.



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APPLICABLE LAW & JURISDICTION

These terms & conditions are subject to Swiss law.

Failing to reach an amicable settlement, any dispute between a participant and FITA arising out of, or in connection with, these Terms and Conditions shall exclusively be settled by final and binding arbitration in accordance with the rules of the Court of Arbitration for Sport (CAS) in Lausanne (Switzerland) then in force.

The arbitral tribunal shall consist of one sole arbitrator who shall be appointed by the CAS.

Lausanne,

We confirm our agreement with the above terms:

.....

Participant

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FITA