

Organización de las Entidades Fiscalizadoras Superiores de Europa.  
European Organisation of Supreme Audit Institutions.  
Organisation des Institutions Supérieures de Contrôle des Finances Publiques d'Europe.  
Europäische Organisation der Obersten Rechnungskontrollbehörden  
Европейская Организация Высших Контрольных Органов



EL SECRETARIO GENERAL DE EUROSAI  
PRESIDENTE DEL TRIBUNAL DE CUENTAS DE ESPAÑA

A los Miembros de EUROSAI

Madrid, 23 de noviembre de 2016

Estimados colegas,

Como ustedes sabrán, la identidad actual de la marca EUROSAI nos ha acompañado desde que nuestra Organización vio la luz por primera vez hace 25 años. Teniendo en cuenta este hecho, unido a la elevada importancia que tiene la comunicación, la Secretaría de EUROSAI estima que es momento de rediseñar la identidad de marca de EUROSAI, a fin de reflejar más adecuadamente el carácter moderno de nuestra Organización.

Por esta razón, y en línea con la propuesta de la Secretaría en este sentido, durante la 44ª reunión del Comité Directivo de EUROSAI (Luxemburgo, 13-14 de junio de 2016) se acordó iniciar un proceso en dos etapas: en primer lugar, un concurso abierto para diseñar la nueva identidad de marca EUROSAI y, en una segunda fase, la aplicación del nuevo logo a los medios de comunicación de EUROSAI (sus diversos documentos y su página web).

A raíz de la citada decisión, iniciamos ahora la primera fase de ese proyecto, el concurso abierto, cuyo principal objetivo es obtener una identidad de marca visualmente atractiva, atemporal y versátil, que pueda ser utilizada de forma consistente en diversos tipos de comunicación visual y escrita.

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SECRETARÍA

• SECRETARIAT

• SECRÉTARIAT

• SEKRETARIAT

• СЕКРЕТАРИАТ

Encontrarán en adjunto los Términos de Referencia (TdR) con toda la información sobre el concurso del logo, que también se encuentran publicados en la [página web de EUROSAI](#).

Tengan en cuenta que se trata de un concurso abierto para todos los miembros de EUROSAI y para cualquier persona (o grupo de personas) empleados por los mismos. Por lo tanto, agradecería su amable colaboración para difundir, en la medida de lo posible, esta iniciativa dentro de sus respectivas Instituciones. Al hacerlo, no sólo nos ayudarán a divulgar esta iniciativa en concreto, sino que también contribuirán a crear conciencia entre sus empleados sobre EUROSAI.

Si tienen más preguntas, por favor póngase en contacto con la Secretaría de EUROSAI en [eurosai@tcu.es](mailto:eurosai@tcu.es).

Con mi agradecimiento por su amable cooperación en esta iniciativa, reciban un afectuoso saludo,

Ramón Álvarez de Miranda García

## ***COURTESY TRANSLATION***

To Heads of EUROSAI Member SAIs

Madrid, 23<sup>rd</sup> November 2016

Dear colleagues,

As you might know, the current EUROSAI brand identity has accompanied us since our Organisation saw the light for first time 25 years ago. Acknowledging this fact, together with the key importance of communication, the EUROSAI Secretariat believes that it is an appropriate moment to redesign EUROSAI's brand identity, in order to better reflect the modern character of our Organization.

For this reason, and following the Secretariat's proposal in this regard, at the 44th meeting of the EUROSAI Governing Board (Luxembourg, 13-14 June 2016) it was agreed to initiate a two-step process: firstly, an open competition to design the new EUROSAI brand identity; and, in a second phase, the application of the new logo to EUROSAI's communication media (its diverse documents and its website).

Following the abovementioned decision, we are now launching the first phase of this project, the open competition, whose main objective is to obtain a branding identity that is visually attractive, timeless and versatile, and that it can be consistently used in various types of visual and written communication.

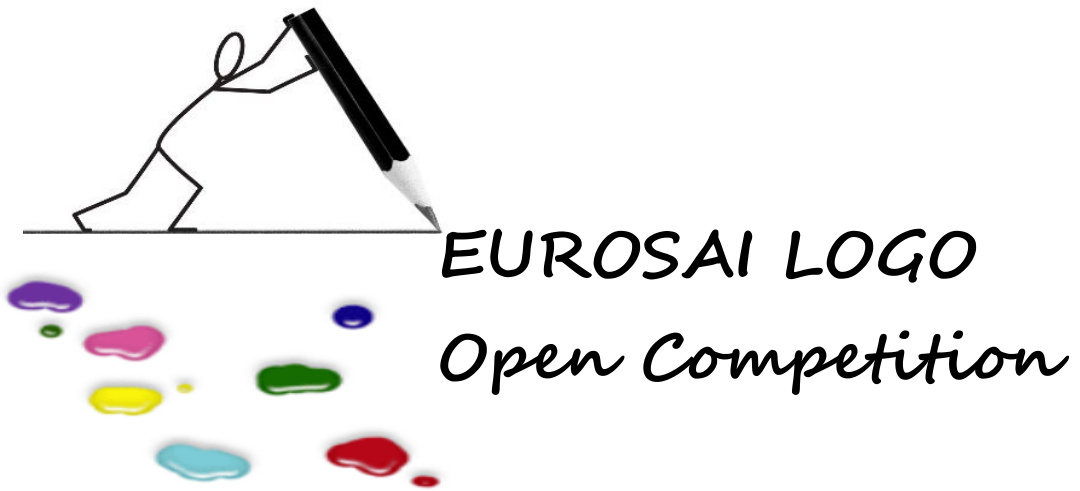
Please find enclosed the Terms of Reference (ToR) with all the information for the logo competition, which are also published in the [EUROSAI website](#).

Please note that this is an open competition for all EUROSAI members and any person (or group of persons) employed by them. Thus, I would highly appreciate your kind collaboration in order to disseminate this initiative as much as possible within your respective Institutions. In doing so, you not only help us to disseminate this concrete initiative, but you also contribute to raise awareness among your employees about EUROSAI.

If you have any further questions, please contact the EUROSAI Secretariat at [eurosai@tcu.es](mailto:eurosai@tcu.es).

Thanking you for your kind cooperation in this initiative, please receive my warmest regards,

# EUROSAI



OPEN COMPETITION FOR  
A NEW EUROSAI BRAND IDENTITY

## Introduction

The current EUROSAI brand identity (logotype in blue) was designed 25 years ago. At the time it was mainly used for printed communication. It is therefore a good moment to rethink and redesign EUROSAI's brand identity to better reflect the modern character of our organization and the varied forms of communication we use.

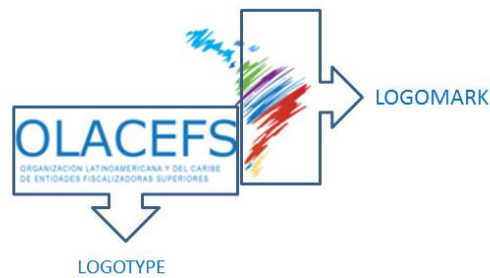
The Governing Board, at its 44th meeting in Luxembourg, agreed to initiate a two-step process: firstly, an open competition to design a new EUROSAI brand identity; and in the second phase the application of the new brand identity to EUROSAI's visual output (stationary, documents and website etc).

This document presents the terms of reference for the open competition for designing the new EUROSAI brand identity. The schematic description of the selection procedure is presented in an annex.

## 1. COMPETITION OBJECTIVES

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The main objective of the competition is to obtain the design of a new logo mark and logotype for EUROSAI. The logomark refers to a graphic mark, emblem, or symbol, and the logotype refers to the way the name of the organisation is presented. For instance, the logomark and logotype of OLACEFS are as follows:



Both the logomark and the logotype should graphically convey, in a visual and attractive form, the EUROSAI vision and the character of the organisation.

The design of these elements must take into account that they will be applied to:

- ✓ Signage - banners or stands displayed during conferences / events, flyers, catalogues
- ✓ Web presence - new graphic design of the webpage and e-mail templates (footer logo), social media, datasheets, banners, brochures etc.
- ✓ Stationary - letterheads, presentations templates, business cards, stamps;
- ✓ Documentation - templates for Magazine, strategies, reports, annual reports, working groups reports, internal memos, guidelines, handbooks, etc.

## 2. ELIGIBILITY

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This is an open competition for all EUROSAI member SAIs and any person employed by them. Proposals can be submitted by a member SAI, one of its employees or a group of them. Recourse to artists, designers or visual arts professionals, is allowed.

## 3. TECHNICAL AND FORMAL REQUIREMENTS OF THE PROPOSALS

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- ✓ The brand identity should be submitted electronically in one of the **vector formats** (e.g. .eps, .indd, .svg, .odg, .vml, .ai).

- ✓ It shall specify the font used for the logotype.
- ✓ Each proposal must be clearly identifiable, providing at least name and position of the author/s and the identification of the SAI. In the case of proposals designed by a group of persons, the person representing the group must be clearly identified. Contact details (email addresses and telephone numbers) must also be included.
- ✓ Proposals must be accompanied by a brief explanation (in English) on the ideas that the design aims at conveying and the inspiration used as basis for its development (maximum 300 words).

#### 4. COMPETITION PROCEDURE

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The competition will be organised in the following steps:

- Step 1:** Proposals in the format set out in point 3 above should be submitted to the EUROSAI Secretariat ([Eurosai@tcu.es](mailto:Eurosai@tcu.es)) by the **31th January 2017**. Member SAIs can submit a maximum of three proposals. When selecting their designs for submission, SAIs are recommended to consider the scoring criteria presented below to help ensure the designs comply with the requirements of the competition.
- Step 2:** *The Secretariat* will verify if the submitted proposals comply with technical and identification requirements stipulated above, and anonymise them for scoring purposes. The Secretariat will, by **28<sup>th</sup> February 2017**, submit the proposals to the eight Members of the Governing Board for their assessment.
- Step 3:** Each member of the *Governing Board* will evaluate the proposals based on the qualitative criteria set out in point 5 below, and through this select their preferred five designs. Each Member will send back to the Secretariat the results of the evaluation (top five designs, ranked in order of preference)<sup>1</sup> by **31<sup>th</sup> March 2017**.

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<sup>1</sup> In the unlikely event that the Governing Board members deemed none of the proposals submitted to be satisfactory for the purposes of the competition, they may also propose to the Secretariat to halt the process and leave the competition void, laying the final decision with the Governing Board.



- Step 4:** Based on the evaluation ranks received from the *Governing Board* Members, the Secretariat will prepare by **7<sup>th</sup> April 2017** the list of the three proposals which obtained the highest scores during the first evaluation exercise.
- Step 5:** The *Secretariat* will then ask all 50 EUROSAI members to vote on the three proposals preselected by the Governing Board, by ranking them in order of preference. The vote will be carried out by means of an electronic survey (Lime). The voting should be concluded before **17<sup>th</sup> April 2017**. The authors of the proposals will be informed of the outcome of the process in the following week.
- Step 6:** The formal approval of the winning design will be given during the **10<sup>th</sup> EUROSAI Congress** in 2017, where it will be presented.

Information about this process will be displayed in the EUROSAI website (all proposals received, those selected by the Governing Board and the winning proposal).

## 5. SCORING CRITERIA

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In steps 3 and 5, the proposals should be assessed – and ranked in order of preference - taking account of the following five characteristics:

- ✓ Link to EUROSAI's mission (the logo should aim to convey EUROSAI's mission)
- ✓ Visual attractiveness (creative and original)
- ✓ Simplicity (easy to be remembered and reproduced)
- ✓ Timeless character
- ✓ Versatility (easy application and adaptation to different formats, spaces and inks; possibility to be used as basis/part of EUROSAI's Working Groups and Task Forces' logos, or logos of the Presidency and Secretariat, in order to reinforce the Organisation's brand identity).

## 6. AWARDS

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The author of the winning proposal will be invited to the 10th EUROSAI Congress or any other EUROSAI activity of his/her choosing (travel costs and per diems for meals and accommodation will be covered by the EUROSAI budget, in accordance with EUROSAI Financial Rules) and receive a prize of 1,000 EUR and an honorific diploma. In the case of proposals designed by a group of persons, the invitation will be addressed to the representative of the group.

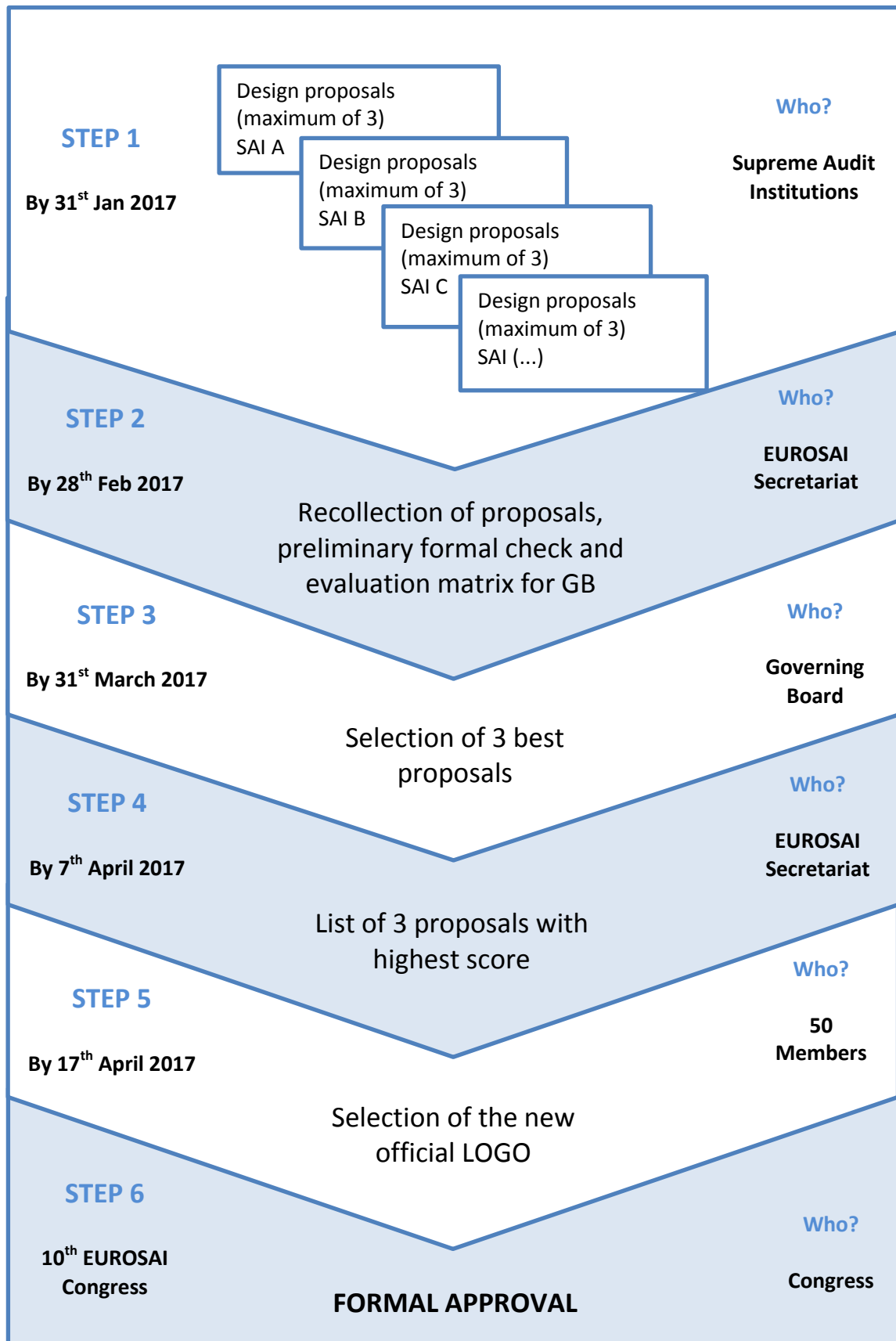
As for the authors of the 2nd and 3rd proposals, they will receive honorific diplomas.

## 7. COPY RIGHTS

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All copyrights of the winning brand identity design will be transferred to the European Organisation of Supreme Audit Institutions (EUROSAI).

ANNEX I.- STEPS OF THE OPEN COMPETITION

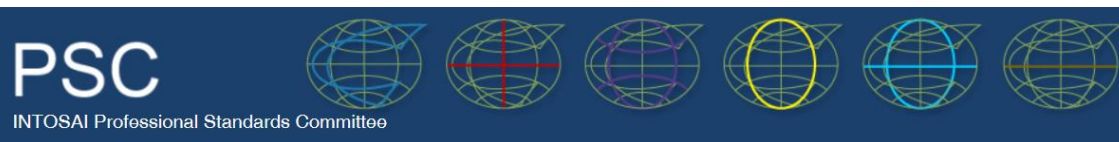


ANNEX II – LOGOS OF EUROSAI AND OTHER BODIES AND ORGANIZATIONS OF THE INTOSAI COMMUNITY



**OTHER INTOSAI REGIONAL WORKING GROUPS**

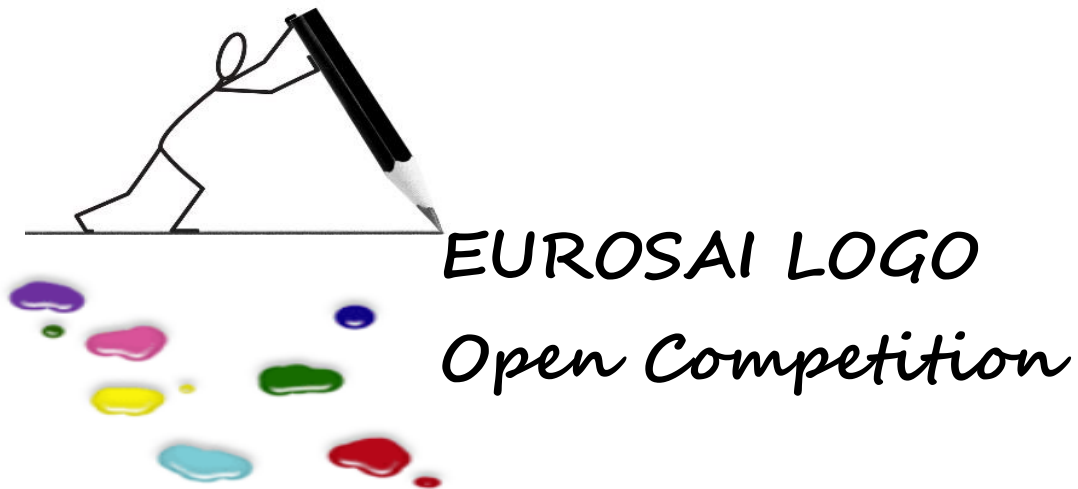




**WGVBS**

Working Group on Value and Benefits of SAIs

# EUROSAI



**EUROSAI** is pleased to announce an open competition for the design of a new logo mark and logotype for EUROSAI:

- ✓ The aim of this open competition is to obtain a renewed branding identity for EUROSAI that is visually attractive, timeless and versatile, and that it can be consistently used in various types of visual and written communication.
- ✓ This competition is open for all EUROSAI members and any person employed by them.
- ✓ The brand identity should be submitted electronically in one of the **vector formats** (e.g. .eps, .indd, .svg, .odg, .vml, .ai).
- ✓ Proposals are to be submitted **by the member SAIs** and should reach the EUROSAI Secretariat by **31.01.2017**.
- ✓ The author of the winning proposal will receive a prize of **1,000 EUR**. He/she will be invited to the **10th EUROSAI Congress** or any other EUROSAI activity of his/her choosing and receive an **honorific diploma**.
- ✓ The authors of the 2nd and 3rd proposals will also receive honorific diplomas.
- ✓ Detailed terms of reference of the competition can be accessed at the [EUROSAI website](#). For additional information: [Eurosai@tcu.es](mailto:Eurosai@tcu.es) .