



EUROPEAN  
FEDERATION OF  
THE ASSOCIATIONS  
OF DIETITIANS

## COMPETITION

**The European Federation of the Associations of Dietitians is seeking a new LOGO; anyone *with creative skills* can submit a design**

**by 25<sup>th</sup> of April**

**The PRIZE is 350 Euros**

**The brief for the NEW LOGO**

**Principles:**

Logo should be simple, modern, direct, memorable and abstract  
Must identify EFAD's role in Europe  
Logo should convey identity – what we do/ who we are.  
Convey progress and future.  
Science to practice is what dietitians 'do' in food/nutrition/health  
Open communication, working together in EU.

**Possibilities:**

Yellow stars of Europe around wording "European Federation of the Associations of Dietitians" with DIETITIANS maybe in a different colour  
Not complete circle to show we are in it/ open structure  
Not Blue (all EU logos are blue!)  
Use lower case "efad"  
Symbolic foods, health, science, active citizen/people

**Maximum 3 colours**

**Visit the [www.efad.org](http://www.efad.org) to see what we are about.**

**Conditions of entry:**

The logo should be submitted electronically. **You may submit up to 3 designs**  
Judging is absolute and final and EFAD reserves the right not to accept any of the submissions  
The winner must agree that any copyright is transferred to EFAD  
The winning Logo may be altered by EFAD  
Winner will be announced on the EFAD website on or before the 13<sup>th</sup> of May 2011

**Please email the logos to:**

[Secretariat@efad.org](mailto:Secretariat@efad.org) no later than the 25<sup>th</sup> of April 2011.