



MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH
UNIVERSITY OF CONSTANTINE 3 SALAH BOUBNIDER
FACULTY OF ARCHITECTURE AND URBANISM

JOIN US:
OUR VISUAL IDENTITY

LOGO DESIGN COMPETITION

FACULTY OF ARCHITECTURE AND URBANISM
UNIVERSITY OF CONSTANTINE 3





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Ministry of higher education and scientific research
University of Constantine 3 Salah Bounider
Faculty of architecture and urbanism

CREATIVE BRIEF

1. Context

As part of strengthening its institutional image, the Faculty of Architecture and Urbanism is launching a competition to design its official logo. This project aims to provide the faculty with a strong, distinctive, and enduring visual identity, reflecting its academic, scientific, and cultural positioning.

2. Objectif

The competition seeks the creation of an institutional logo capable of representing the faculty across all its communication materials.

The logo must express:

- Architecture: structure, form, composition, materiality
- Urbanism: territory, spatial organisation, urban dynamics
- Project management
- Values of academic rigour, innovation and creativity

3. Vision and Positioning

A complete design approach is expected, aimed at producing a relevant and lasting visual identity, not a mere illustration.

The logo must follow a logic that is:



- Conceptual: grounded in a strong and well-argued idea
- Institutional: suited for official use
- Clean: legible and clear
- Timeless: avoiding trend-driven effects
- Versatile: adaptable to all media and supports

4. Differentiation

The logo must:

- Be distinctive
- Avoid any resemblance to logos of other universities or institutions
- Assert an identity unique to the faculty

5. Scope of Application

The logo will be used on:

- Official documents
- Digital media
- Signage
- Institutional objects

It must function in varied contexts.



TECHNICAL SPECIFICATIONS AND RULES

1. Conditions of Participation

- Open to all: lecturers, students, alumni, administrative staff
- Individual or team participation

2. Technical Requirements

The logo must:

- Be fully vectorised
- Be legible at small scale (minimum 2–3 cm)
- Function in monochrome
- Be adaptable to all supports
- Not contain pixelised (raster) images

3. Design Constraints

The following are prohibited:

- Raster-only logos
- Excessive decorative effects (uncontrolled shadows, gradients)
- Plagiarism or direct inspiration from existing works

4. Evaluation Criteria

- Relevance of concept → **30%**
- Originality → **25%**



- Simplicity & versatility → **20%**
- Technical quality → **15%**
- Presentation & explanation → **10%**

Proposals are evaluated against the following criteria:


- Relevance: alignment with the Faculty's identity (architecture, urbanism, project management).
- Originality and creativity: innovative character, without plagiarism or imitation of existing logos.
- Simplicity and legibility: clarity, quick comprehension, legibility at small scale.
- Graphic quality: harmony of forms, proportions, typography, colours.
- Adaptability: functionality on different supports (paper, screen, light/dark backgrounds).

The jury may decide, at its sole discretion, not to select any winner if no submission satisfactorily meets these criteria.

5. Deliverables and Submission

1. The Logo:

- Mandatory vector version (AI, SVG, EPS or other vector format)
- A high-resolution colour PNG version including: the RGB (or CMYK) references of each colour used, and the name of each typeface used.

Example:  Blue — R:29 / G:128 / B:240 — Font: Calibri

- A greyscale (black and white) PNG version of the logo
 - The background must remain transparent
2. Geometric construction or grid (Optional)
 3. Applications (documents, signage, etc.)
 4. Conceptual Note including:
 - Concept



- References
 - Graphic choices
5. Candidate information: first name, last name, position, affiliation, email, mobile number.

The complete submission must be sent digitally only, to the official competition email address:

logo_contest_fau@univ-constantine3.dz

A complete application is required. Any submission received after the deadline, incomplete, or not conforming to the required formats will not be considered.

6. Indicative Timeline

The competition proceeds according to the following stages:

- Official competition launch 15 May 2026
- Submission deadline 30 August 2026
- Results announcement 30 September 2026

Dates are set by the organisation and may be modified in exceptional circumstances (with advance notice).

7. Jury

The jury will be composed of:

- Lecturers / academic staff
- Designers / architects
- Institutional representatives



8. Reward

Le lauréat bénéficie :

The winner will receive:

- An official mention on the faculty website and in institutional communications
- A certificate of participation and creation of the faculty's official logo
- Finalist proposals may be featured in a digital or physical exhibition organised by the faculty

9. Ownership

By participating, the candidate:

- Attests that their creation is original and free of third-party rights
- Commits to not infringing the copyright or trademark rights of any third party

In the event of logo selection:

- The winner transfers to the Faculty all exploitation rights (usage, reproduction, adaptation, etc.) for all supports and without time limit.
- The Faculty reserves the right to carry out minor technical adjustments (colour calibration, retouching, format changes) to integrate the logo into its graphic charter.

10. Originalité, IA et conformité juridique

The participant guarantees that their submission is original, unpublished, free of rights, and does not infringe any copyright, trademark, logo or existing creation.

Any use of artificial intelligence tools must be declared in the conceptual note. The use of such tools does not exempt



the participant from guaranteeing the originality, legal compliance, and graphic quality of their submission.

Any plagiarised submission, generated without graphic mastery, non-vectorisable, or presenting a clear resemblance to an existing identity will be automatically rejected.

11. Acceptance and Final Provisions

- Participation in the competition implies full acceptance of these rules.
- The organisation reserves the right to modify certain provisions (dates, procedures) if necessary, subject to informing candidates in advance.

In the event of dispute, only the jury's decisions are final.

12. Contest Organisation Committee

❖ Ismahane BOULEMIA
❖ Ismail BOUTELBA
❖ Walid BOUHELIS
❖ Oussama SEBTI

❖ Abdelhakim Walid MAKHLOUFI
❖ Abdelwahab MESSAITFA
❖ Mahieddine KHEROUATOU