

Piano di Sviluppo e Coesione del Ministero della Salute 2014-2020
Piano operativo salute - Traiettorie 4 "Biotecnologia, bioinformatica e sviluppo farmaceutico"
Progetto Pharma-HUB - Hub per il riposizionamento di farmaci nelle malattie rare del sistema nervoso in età pediatrica
CUP I83C22001610001 - codice identificativo T4-AN-04



NATIONAL CENTRE
RARE DISEASES



Pharma-HUB Project's Logo & Visual Identity International Contest

The [National Center of Rare Diseases of the Istituto Superiore di Sanità](#), in collaboration with [EGInA – European Grants International Academy](#) and the [Creative Skills Week 2024](#), as part of the communication activities of the Project “Pharma-HUB - HUB for drug repositioning in paediatric neurological rare diseases”, is pleased to announce the launch of an international contest for graphic and visual designers, to design **the logo and visual identity toolkit** that will represent the aforementioned Project and its goals and will be used in all Project communication materials.

THE PROJECT

Pharma-HUB is a **research project** financed by the Italian Ministry of Health aimed at establishing a hub in the pharmaceutical sector for drug repositioning in paediatric neurological rare diseases.

The project, which involves 8 partners nationwide **coordinated by the University of Messina**, represents a model of synergy and collaboration between structures and researchers involved in basic, pre-clinical and clinical research on rare diseases, including those still without a definite diagnosis, with the ultimate aim of creating a concrete model capable of translating the wealth of information available today into **improved clinical management of patients**.

The model selected for the creation of this multi-strategic and interdisciplinary pathway are **paediatric ataxias, rare chronic diseases of children**, which differ clinically and/or radiologically from those of adults and which, to date, are among the most difficult to diagnose in the paediatric field and by far the ones with the least therapeutic possibilities.

THE PROMOTERS

The National Center of Rare Diseases (**RARE**) of the **Istituto Superiore di Sanità (ISS)** was established in 2008 for the integration of scientific research with the functions of coordination and technical-scientific control, public health activities, surveillance and monitoring of the national rare disease network, through the national registry. The CNMR designs and develops research, training and communication activities in the context of **Health humanities in the dedicated laboratory**, both to promote the active participation of patients and improve the functioning of the care system and to sensitize society on the issue of rare diseases. Health Humanities represent a common ground between arts, humanities, and sciences (from medicine and psychology to mathematics and physics) aimed at promoting health: a sort of ‘virtual workshop’ for the exchange of scientific, artistic, and humanistic knowledge. Medicine is only one of the

social determinants of health, and in this perspective, Health Humanities consider health in its socio-cultural context.

The **European Grants International Academy (EGInA)** is accredited by the Umbria Region for vocational training and certification of competences and it represents one of the main stakeholders in the field of local, national, and European initiatives design and implementation, with a **particular focus on digital and creative skills development through participatory approaches** and supporting the achievement of the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda.

Creative Skills Week 2024 gathers third-level educators, university leaders, vocational education and training (VET) providers, industry partners, SME's and policymakers dedicated to the future of the Cultural and Creative Sector Industries (CCSI). Powered by **SACCORD**, in association with **CYANOTYPES**, is supported by the **City of Amsterdam** and **EIT Culture & Creativity** and organized by **ELIA - European League of Institutes of the Arts**.

THE CONTEST

In order to **enhance the impact of communication and dissemination activities**, the partnership of the Pharma-HUB project has agreed to invite creatives and designers from all over the world to design a **visually powerful logo with the capacity to raise awareness of the wider international community** on the objectives of project, as well as a **set of templates and guidelines** that can support the partners in ensuring the maintenance of a **strong and coherent visual identity** of project activities and documentation.

Participation in the contest is completely **free of charge** and it requires applicants to respect **technical specifications and originality obligations** detailed in the text of the call.

ELIGIBILITY & REGISTRATION CRITERIA

The contest is open to **designers and creatives** from all over the world, who are over 18 years old and will register **before the 31/10/2024** by filling out the online form available at <https://form.jotform.com/fpeurope/pharma-hub-contest>, including any proof of expertise in the field of graphic and visual design (eg. Curriculum Vitae, Portfolio, etc.)

Once the registration period is over, a selection committee composed by technical and scientific experts from the Istituto Superiore di Sanità, EGInA and the partners of the Creative Skills Week 2024 will analyse all applications and identify **10 shortlisted candidates who will be given access to additional material** for the actual elaboration of the logo and the visual identity elements.

MATERIALS TO DESIGN

Shortlisted candidates will be notified by 11/10/2024 and invited to design and submit:

1. Pharma-HUB project logo
2. PPT template with project and partners' logos
3. Word template with project and partners' logo
4. Visual identity guidebook with logo variants and application examples

Technical specifications and further instructions will be shared with shortlisted candidates who will have to **upload the materials before the 30/11/2024** in an online protected environment. Participants can upload additional multimedia materials (eg. animated videos of the logo, templates for social media, etc.), which will be taken into consideration for the final assessment and award.

SHORTLISTED PROJECTS SELECTION CRITERIA

The selection committee will evaluate the submitted projects on the basis of the following criteria:

1. **Originality and Creativity:** the logo must be unique and not plagiarize existing logos or designs. Materials should display an innovative and original approach to design.
2. **Relevance and Adaptability:** the logo should be appropriate for the industry and target audience of the Pharma-HUB project. It must work well on various media and formats, such as print, digital, black and white, color, and in large and small sizes.
3. **Technical Execution and Completeness:** all submitted material must be technically well-executed, with attention to detail and precision, respecting the standards of the software used to operate with it. All requested materials are present in the folder of the candidate.

The committee will assign a score in the range from 0-5 to each criterion. **Maximum score for a project is 15.** Scores must pass the individual threshold AND the overall threshold if a project is to be considered for awarding. Thresholds apply to individual criteria and to the total score. **The default threshold for individual criteria is 3 and the default overall threshold is 10.**

AWARDING PROCEDURES

All projects assessed by the selection committee with the minimum score of 10 will be shared with the partners of the Pharma-HUB project, without providing information on their specific scores. Each partner will express up to three preferences and the project that will collect the highest number of preferences will be awarded as the winner of the contest.

The creator of the winning project will be awarded with a cash prize of € 2.000, along with the coverage of travel and accommodation expenses to attend the Congress organized by Istituto Superiore di Sanità in Rome. This event, dedicated to dissemination of the Pharma-HUB project, will take place on February 2025 (exact date to be defined) in celebration of Rare Diseases Day.

In the case of projects created by two or more people, all participants may attend, but one person must be designated to receive the prize and the coverage of expenses to attend the Congress in Rome, where the award ceremony will take place.

All other shortlisted candidates will be invited to record a short video to present themselves, the logo designed for the contest and how they have visually interpreted the objectives of the Pharma-HUB project.

INTELLECTUAL PROPERTY

Shortlisted candidates will **hold the intellectual property of their graphic and visual projects**, with the exception of the awarded winner who will sign a relinquished property agreement in favour of the Pharma-HUB project's partners. In order to safeguard the intellectual property of candidates and avoid public circulation of the projects, access to the materials will be granted only to the partners of the promoters of the contest and the partners Pharma-HUB project. All documents and files will be permanently deleted after the selection of the winning project.

GUARANTEES

With the submission of the requested and additional material, **candidates guarantee** that the developed material:

- is **created as an original project** for the participation in the "Pharma-HUB Project's Logo & Visual Identity International Contest";
- does **not contain any trademark, logo or other element protected** by an industrial property right or copyright owned by third parties, or, where there are rights of third parties, the candidate has previously obtained all the necessary permissions and licenses from the owner;
- does **not violate other rights of third parties**, including, among other things, patents, trade secrets, rights from contracts or licenses, rights of publicity or rights of privacy, moral rights or any other right worthy of protection;
- does **not subject contracts with third parties**;
- does **not contain any defamatory content, representation, outrageous consideration or any other content** that could damage the name, honor or reputation of the organization that represents the idea or any other person or company;
- does **not constitute a violation of applicable laws** and does not contain content that encourage illegal behaviour.

PERSONAL DATA

Personal data collected through the participation in the contest will be processed by the promoters in the scope necessary for the contest to take place and, in particular, to send notices about the execution of the connected transactions, as well as to fulfil the obligations required by law.

The processing of personal data will take place through the use of manual tools, computers and telematics and / or automated communication systems, with purposes strictly related to the aforesaid uses and always in full compliance with the confidentiality requirements and data security.

Owner of data processing is the European Grants International Academy (EGInA). Such data may be disclosed for the above purposes to EGInA subsidiaries and / or affiliates in accordance with art. 13-14 of GDPR 2016/679 (General Data Protection Regulation). Notwithstanding the above, we exclude any form of communication or disclosure of personal data to third parties that is not planned as required by law. Each individual may exercise, at any time, the rights referred from art. 15 to art. 22 of the EU Regulation n. 2016/679, by writing to info@egina.eu.

Piano di Sviluppo e Coesione del Ministero della Salute 2014-2020
Piano operativo salute - Traiettorie 4 "Biotecnologia, bioinformatica e sviluppo farmaceutico"
Progetto Pharma-HUB - Hub per il riposizionamento di farmaci nelle malattie rare del sistema nervoso in età pediatrica
CUP I83C22001610001 - codice identificativo T4-AN-04

IMPORTANT DATES & CONTACTS

- **31/10/2024 REGISTRATION DEADLINE** by filling out the online form available at <https://linkoftheform.eu>, including any proof of expertise in the field of graphic and visual design (e.g. Curriculum Vitae, Portfolio, etc.).
- **10/11/2024 NOTIFICATION** will be sent to the 10 shortlisted candidates, who will be granted access to additional materials for the development of the logo and visual identity elements.
- **30/11/2024 DEADLINE FOR SUBMISSION** by the 10 shortlisted candidates of the required materials (Pharma-HUB project logo; PPT template with project and partners' logos; Word template with project and partners' logos; Visual identity guidebook with logo variants and application examples).
- **January 2025 NOTIFICATION** to the winner, organization of the trip to Rome, and **PRODUCTION OF INTERVIEWS AND VIDEOS** with all 10 shortlisted candidates.
- **February 2025 AWARD CERIMONY** at the Istituto Superiore di Sanità in Rome, Italy.

For more information, please contact: info@egina.eu

Updates and information will be sent via email to those who have registered and will be published on the websites and social media of the contest partners.