

Rules and Regulations for the "Back to Human" Project

§ 1.

General Provisions

The organiser of the competition for the "Back to Human" graphic design project (hereinafter referred to as the "Competition") is the Rector of the University of Lodz, prof. Rafał Matera, in cooperation with the University of Lodz Centre for Brand Communications (hereinafter referred to as the "Organiser").

The Competition is open to all students, doctoral students, and employees of the university who, on the day the Competition is announced, hold active student/doctoral student status at the University of Lodz or are employed at UniLodz (hereinafter referred to as the "Participants").

§2.

Duration of the Competition

1. The Competition will be announced on 24 April 2025. Entries may be submitted until 18 May 2025.
2. The results of the Competition will be announced in May 2025, no later than 28 May 2025.
3. The Organiser reserves the right to extend the duration of the Competition.

§ 3.

Aim of the Competition

1. The aim of the Competition is to create and promote a sign/graphic/illustration (hereinafter referred to as the "project") that visually represents the University of Lodz (80 years of the community). The project must reflect the university's vision, mission, and identity, considering its history and strategic direction in line with the "back to human"



concept. The project will serve as a special anniversary illustration and will be used in the university's promotional materials related to the jubilee celebrations.

§ 4.

Formal Requirements

1. The project should be indirectly related to the values of the university outlined in the [UL Strategy for 2021-2030](#) and the [UniLodz boilerplate](#) (both available on the university's website).
2. The project must be prepared in a vector format, suitable for application on promotional materials (PDF, AI file).
3. If the file contains raster elements, the resolution must be no less than 300 dpi.
4. The size of the submitted file must not exceed 20 MB. Compressed preview files are acceptable.
5. After the finalists have been selected, and before the final verdict is announced, the Organiser will request high-resolution files from the finalists, based on which the Competition will be concluded.
6. The project must not exceed a maximum aspect ratio of 9:16, whether vertical or horizontal.
7. The project must also be provided in a monochrome version, maintaining the integrity of the message, and allowing for lossless reproduction methods such as screen printing.

§ 5.

Terms and Conditions of the Competition

1. Projects submitted to the Competition must be original and unique, i.e. never previously published in the form submitted to this Competition.
2. Participants may submit only projects of which they are the sole authors.

3. Members of the jury, as well as employees of the UniLodz Centre for Brand Communications, are not eligible to participate in the Competition.
4. Entries should be sent to komunikacja@uni.lodz.pl, with the subject line: KONKURS "UNIWERSYTET LUDZKI" ("BACK TO HUMAN" COMPETITION).

§ 6.

Jury

The evaluation of entries and the selection of winners will be carried out by the Competition Jury, appointed by the Organiser no later than 18 May 2025. The Jury will consist of representatives of the student, doctoral and staff communities, as well as university management.

§ 7.

Awards

1. The awards in the Competition (hereinafter referred to as the "Awards") are financial awards funded by the Organiser.
2. The total award pool is PLN 6,000 gross, to be divided proportionally depending on the number of winners.
3. The Awards will be presented to the Competition winners in a manner determined by the Organiser.
4. The Organiser reserves the right to increase the award pool during the course of the Competition.

§ 8.

Copyright

The winner, acting as the creator of the materials developed within the framework of the Competition, shall grant the Organiser a non-exclusive, royalty-free licence, unlimited in time



and territory, to use and distribute the aforementioned materials created as part of the Competition across all fields of exploitation defined in Article 50 of the Act of 4 February 1994 on Copyright and Related Rights.

In particular, the licence shall include the right to publish the materials or parts thereof on the Internet, intranet, social media, and in informational materials, as well as in such a way that they are accessible to anyone, at any time and place, for purposes related to the promotion of the University of Lodz activities, including the Competition itself.

In connection with granting this licence, the winner shall declare that they are the sole author of the project created during the Competition, that the project does not infringe upon any rights, in particular intellectual property rights, and that no third-party permission is required for its use.

A licence agreement will be concluded with the winner.

§ 9.

Final provisions

1. Participation in the Competition is equivalent to having read and accepted these Rules and Regulations.
2. The Organiser reserves the right to cancel the Competition without stating a reason.
3. The Organiser reserves the right to amend these Rules and Regulations.
4. These Rules and Regulations shall enter into force on the day following their publication on the Organiser's website.