



## IMRD ASSOCIATION LOGO CONTEST

- **Why a logo for the IMRD Association?**

IMRD Association is born as a common idea from the IMRD students of the year 2005-2007, derived from the identification of needs for present and future professional and personal action, as well as from the recognition of the potential of the powerful networks that we are developing during our participation in the programme.

Unfortunately, the IMRD Association doesn't have a distinctive logo yet for identification of the association worldwide.

- **Who can participate?**

Any alumni or current student of the IMRD

- **What should the logo represent?**

This logo should reflect the mission, vision and goals of the IMRD association, which are:

### ***Vision***

The members of IMRD Association believe in the values of human dignity and equality and engage themselves to promote a better living for people in rural areas and to foster the sustainability of rural areas.

It is the vision of IMRD Association that a worldwide network of IMRD graduates and students will benefit its members and preserve the opportunities the course gave to IMRD students in order to support the values of the IMRD association members in diverse ways.

### ***Mission***

IMRD Association wants to serve as a platform to promote communication and exchange among former IMRD alumni, as well as in between alumni current students and the IMRD consortium. It seeks to create an IMRD identity among alumni and current students and aims to build lifelong relationships between its members for professional as well as personal reasons. IMRD association wants to promote the generation and flow of knowledge about rural development issues among its members and further strives to become recognized as a pool of professional rural development expertise.



## Goals

1. To maintain fluid and permanent communication among IMRD alumni as well as in between the universities of the consortium, students, alumni and professors of IMRD
2. To keep members informed about current research on rural development, further education and working opportunities.
3. To create a meeting point for discussions about rural development and to promote the generation of knowledge and exchange of ideas.
4. To create a platform for discussion for current students to exchange information about issues surrounding rural development, IMRD course and students life.

- **How, when and where should it be presented?**

Deadline is 20<sup>th</sup> of November 2007 to be sent to

- LehrterStr. 48C Hinterhaus 2 3OG 10557 Berlin in a physical format
- [imrd.association@imrd.eu](mailto:imrd.association@imrd.eu) in a virtual format.

- **What's the prize?**

So, you need more literature for your studies? The library is not enough for your hunger to learn? You need to read THAT Best-Seller book everyone has been talking about? Your personal library is not completed without Gibson's "Samaritan's Dilemma"? You don't have the last Harry Potter book "Harry Potter and the Deathly Hallows"? What????

The IMRD Association, always thinking on you, gives you as the prize what you've been dying to have:

A 30 Euro Voucher to buy books through Amazon!

- **How and when is winner decided?**

The logos will be shown on the website prior to the vote from the 17<sup>th</sup> of November. So, it's up to all the IMRD's to vote from the 21<sup>st</sup> to the 29<sup>th</sup> of November 2007 at the webpage and the logo which has more votes will be awarded as the winner.

If there are more than 3 proposals, we make a two-step procedure:

- First voters elect three or two candidates (21-25Nov),
- Then voters choose between them in the final round (26<sup>th</sup> – 29<sup>th</sup>).

However, we need a minimum of 50 voters for a first place to be awarded

The winner will be announced on the 30<sup>th</sup> of November 2007.



- **Where is going to be used?**

If awarded the first prize the logo will be used in the IMRD Association newsletter, poster, webpage and other promotional materials.

After the arrival of your proposal for the logo, the IMRD Association will be able to use this logo in any official communication, promotional materials, etc. That means, that the sending of your logo allows the IMRD Association to use it.

**Any more questions about the contest to:**

IMRD Association Webpage Forum [www.imrd.eu](http://www.imrd.eu) ☺  
Email: [imrd.association@imrd.eu](mailto:imrd.association@imrd.eu)

**Good Luck !!!**