



RULES AND REGULATIONS FOR ZAGREB BREWERY'S CHRISTMAS BEER¹ ARTISTIC LABEL DESIGN CONTEST

article 1

Zagreb Brewery is announcing a contest to select an artistic label design for its 2007 Christmas Beer. All students of the Academy of Fine Arts in Zagreb are eligible to participate in the contest, regardless of the year of study or department.

article 2

The contest shall take place between October 3rd, 2007 and October 15th, 2007. The deadline for the submission of designs is October 15, 2007 at 10.00. The designs must be submitted personally to Pragma komunikacije, 3a Kačićeva (yard building), Zagreb, on working days from 9 a.m. to 5 p.m.

article 3

The submissions must include information about the author: first and last name, year of birth, year of study, department and contact phone number. Submissions that do not contain the afore-mentioned information shall not be taken into consideration.

article 4

The student whose design gets selected by the majority of votes of the selection committee shall receive an award in the amount of HRK 25.000,00 kn (twenty five thousand kuna) and the selected artistic design shall be reproduced on the new 2007 Christmas Beer bottle label and packaging.

article 5

The selection committee shall only review those designs that comply with the technical requirements stated further in the text.

article 6

The submissions should include designs for the front-side, back-side and neck labels according to the given dimensions.

article 7

The allowed colors for the label design are cmyk and gold.

article 8

The winner whose design shall be reproduced on the 2007 Christmas Beer bottle label shall cooperate with Zagreb Brewery's associate designer in the graphical preparation of labels and shall agree to the inclusion of Zagreb Brewery's signature logos in his Christmas Beer artistic design.

¹ Božićno pivo



article 9

A five-member selection committee shall select the winning design, which shall be reproduced on the packaging and labels and for which the author shall receive an award.

article 10

The selection committee shall reach the decision by October 17th, 2007. The notification of the same shall be posted on the Academy of Fine Arts info board, whereas the winner shall be contacted by phone.

article 11

The seven-member selection committee includes:

1. Nikola Koydl, Academy of Fine Arts
2. Zlatko Keser, Academy of Fine Arts
3. Marko Njavro, Zagrebačka pivovara
4. Albino Uršić, Graphic designer (Božesačuvaj and Studio Nexus)
5. Mile Kekin, Hladno Pivo

article 12

The award shall include the purchase of the right to unlimited use of the selected artistic design. Zagreb Brewery shall have the right to use the winning artistic design for promotional purposes and on the Christmas Beer labels and packaging. The winner of the award shall waive his/her copyright concerning the relevant artistic design, which shall be used exclusively for the promotion of Zagreb Brewery's Christmas Beer.

article 13

The winner of the award agrees that his/her name be communicated as the name of the author of the Christmas Beer label and agrees that his/her signature be printed on the back-side label of the Christmas Beer bottle.

article 14

The winner of the award shall be at Zagreb Brewery's disposal in the process of communicating the winning design to the media and shall participate at events at which the winning design shall be presented to the press.

article 15

The winner shall receive the award within 60 days from the date of the announcement of contest results.