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# Information in English

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## **Claim for Charles University: Inspiring the Future**

Join us in shaping the image of Charles University (CU) in the public sphere! We are searching for a timeless slogan (claim) that will succinctly capture the essence of our alma mater in a few words, in both Czech and English languages.

Charles University announces a competition open to all students, faculty, and staff of CU to create a defining slogan in both Czech and English. Each of you now has a unique opportunity to contribute your thoughts. The slogan should encapsulate the best of our university: primarily its values, future, and mission. We seek something that inspires us all, is easily memorable, and serves as an effective tool for presenting Charles University wherever it is discussed.

## **Why have a claim?**

We aim for the slogan to elegantly connect the activities of Charles University across faculties and departments and contribute to a unified image of CU in the eyes of the wider public both domestically and internationally. A well-chosen slogan will become one of the key elements of external communication, promotional materials on the web and social media, on advertising items, in printed materials, or at education fairs. Through it, we will better express the values and visions that are essential to Charles University and ensure an effective and strong presentation compared to other universities. Research has shown that the right slogan can significantly strengthen the perception of the "CU brand". Two language versions (Czech and English) of the slogan will enable us to address both the Czech and Slovak public as well as international audiences, with each version accentuating what is most important for the respective group and allowing greater flexibility in communicating Charles University as a whole.

## **Competition Details**

The rules of the competition are simple! Each participant may submit a maximum of one slogan in Czech and one claim in English, with these two versions not necessarily being literal translations of each other. This means that individual language variations of the slogan may contain different messages (for example, the English version of the claim could, unlike the Czech one, particularly reference the history/year of establishment, etc.).

The author of the winning claim (in Czech and English) will be awarded a prize of 10,000 CZK. The winning claim in Czech and English does not have to be from the same person. It is also not necessary to submit both a Czech and English claim simultaneously - only one variant can be submitted.

## **Schedule**

- April 18, 2024 Launch of the competition
- May 31, 2024 Deadline for submissions
- August 19, 2024 Evaluation of slogans by the jury and contacting the winners
- October 2, 2024 Introduction of the new CU claim

## **Jury**

Claims will be evaluated by a jury composed of representatives from the management of Charles University, the Communication and PR Commission of CU, and other experts.

## **Submission**

How to participate in the competition? Each competition participant must fill out an online application form and provide:

- Their full name and surname + CU ID number
- Information on whether they are a student or employee
- Their contact e-mail (mandatory) and phone number (optional)
- A proposal for a maximum of one claim in Czech and one in English (max. 60 characters including spaces) and a brief explanation (max. 100 words) of why the claim is suitable

The claim must be in standard Czech/English (British English preferred). The use of colloquial, vulgar, or in any way offensive language that does not meet the rules of gender equality and mutual tolerance is not permissible. The slogan

should be inspirational, concise, and memorable, to serve as an appropriate communication tool for further enhancing the perception of Charles University in the public sphere.

Each participant can submit a maximum of one claim in Czech and one in English. It is also possible to submit only one claim in one chosen language (it is not necessary to submit both language variants).

#### REGISTRATION FORM

### **Evaluation Criteria**

- Originality and creativity
- Conciseness and relevance to Charles University
- Memorability

### **Evaluation Process**

Claims will be evaluated by a jury composed of representatives from the management of Charles University, the Communication and PR Commission of CU, and other experts. The author of the winning claim (in Czech and English) will be awarded a prize of 10,000 CZK. The winning slogan in Czech and English does not have to be from the same person. It is also not necessary to submit both a Czech and English claim simultaneously - only one language variant can be submitted. Multiple proposals may also be rewarded if some (non-winning) claims are suitable for further use for the purpose of presenting Charles University, for example, for disciplinary differentiation or targeting specific groups. The reward in this case will be a minimum of 3,000 CZK. The legal provisions of the competition and its evaluation in Czech are available [here](#).

? **Contact us for any questions:** [komunikace@cuni.cz](mailto:komunikace@cuni.cz)