

Student Amy Hill wins CoTalent European logo competition

Press release - December 2018

The CoTalent project finally has its own logo. The logo was designed by third year Fine Arts student Amy Hill from Rotterdam University of Applied Sciences in the Netherlands, who won the Europe-wide logo competition for students. The logo is available as a symbol and with the project name.



In the project Working in Europe to Connect Talent development in higher education (CoTalent) nine organisations strongly committed to talent development in higher education have joined forces to provide teachers with tools to stimulate their talented students. The EU-funded project started in 2017 and co-creation of students and teachers is an important working principle. Therefore the project opened a competition to design its logo, open for students in the EU.

The students were briefed to design a logo using the keywords: Europe, together, talent and higher education. Entries were received from around Europe, including from the Netherlands, Germany, Austria and Romania. A jury headed by Anne Mette Møller Hartelius, graphic design specialist at the Danish School of Media and Journalism, judged all anonymized entries. Amy Hill was the clear winner. The jury commented: "This entry has real logo-quality, has a professional look and is easily recognizable. The dimensions are well chosen, they can be adopted to anything you would need to use the logo for. The C around the O could be seen to symbolize teachers fostering talents, links to bounded freedom and strengthens the co-creating idea as well. The little mark also reflects an 'eye for talent' so in many ways this logo and mark connect with the values of the CoTalent project making this logo the winner of the logo competition."

As a prize, Amy received free travel to the MeTalent YouTalent mini-conference at University College Copenhagen (UCC) in November, where she had an hour-long private audience with Møller Hartelius and was presented with a bag and a t-shirt showing her logo.



More information

High-resolution images can be requested by sending an e-mail to info@cotalentwizard.eu
The CoTalent project is supported by an EU grant in the Strategic Partnerships program within Erasmus+ Key Action 2¹. More information about the project can be found at www.cotalentwizard.eu

¹ This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein