



Urban Center Bologna

Bologna City Branding Competition Notice of competition for international ideas for graphic design of a brand/logo and payoff to promote the City of Bologna

1. International Competition Promoters

The international open competition is organised by Urban Center Bologna with the sponsorship and collaboration of Aiap (the Italian Association of visual communication design) and the partnership of UniCredit.

2. Competition aims

The aim of the competition is to create a brand / logo to promote the city of Bologna. This brand / logo must represent all the special features and elements that make up the face of the city and which are briefly presented in the attached document, "Brief" (annex A). The brand / logo should also be supported by a payoff that uses both visual and verbal terms to express the expectations set out in the project brief and the communicative intentions proposed by the brand / logo.

The brand should be designed in keeping with the information in the project brief, which summarises a strategy that has also made use of the Bologna City Branding research promoted by Urban Center Bologna.

The identity project must also become a "seal of quality" for the conduct of those involved locally, for the many promotional activities and for the many ranges of articles and goods that are produced here.

The brand / logo and the payoff will be used in all the city's promotional communications throughout the media (press, internet, TV, brochures, etc.) and may be used in other sectors and by different entities (associations, companies and all those involved in promoting the city) with the agreement and supervision of those holding the rights.

3. Participating in the competition

Participation is open to graphic designers and design and communication professionals whose professional status can be documented since at least 1 January 2010. Graduates and/or diploma students who gained their qualifications after 1 January 2010, from legally recognised educational institutions teaching Design, Communications and Advertising, may also participate.

Participation may be individual or in groups (for which a group leader must be nominated).

The following may not participate in the competition: actual members or substitute members of the Jury; any professionals that have continuous working relations with one or more members of the Jury, or with any company in which one or more members of the Jury are direct or indirect stakeholders; relatives to the third degree and dependents of members of the Jury.

Each designer, whether submitting independently or in a group, may submit just one design solution.

4 . Registering for the competition

Registration in the competition is subject to submitting the specific registration form (annex 1) together with a package containing the relative drawings.

The registration form and the required documentation must be sent according to the procedures described in section 6 regarding the "terms of participation and sending drawings".

5. Required drawings and terms of submission

Each participant may submit just one design, divided into at least 4 tables. Each of the 4 tables must be presented on a sheet of white A3 format paper, mounted horizontally on stiff black board that is large enough to create a border around the sheet of approx. 1.5 cm.

Table 1

The sheet must contain the colour printed brand / logo at the centre of the page and a smaller black and white version, at the bottom, accompanied by the payoff.

Tables 2 - 3

Another two A3 tables containing the possible applications and/or views of the brand / logo in different contexts and situations to enhance its qualities and provide an understanding of the systemic dimension.

Table 4: creative rational document

Presentation, on an A3 format table, of the reasons and the choices used during the design process, in a descriptive / verbal form and, if necessary, with the aid of additional visual elements.

Without prejudice to the obligation to submit, on penalty of disqualification, the 4 tables listed, each designer or team of designers may, if considered useful for greater precision in the quality of the project, submit additional A3 tables containing the possible applications of the brand / logo and the payoff in different contexts.

6. Terms of participation and sending drawings

Participation in the competition is anonymous. In this regard, to ensure anonymity, each participant (or group of participants) must choose an alphanumeric code made up of four capital letters and five numbers (e.g. "ABCD12345").

This code must be shown on the back of each table, on the black board, in the top right-hand corner.

The code must be printed on white paper using the Arial or Helvetica fonts, size 15, bold. All tables may only be marked with the alphanumeric code; any other reference will result in disqualification of the submission. Everything must be placed in a sealed envelope marked with the letter "A" and with the alphanumeric code on the front.

A second envelope, which must not be transparent, sealed and marked with the letter "B" and with the alphanumeric code on the front, must contain:

- a completed copy (typed or clearly handwritten) of the registration form (see Form 1);
- self-certification of the professional experience required;
- photocopy (front and back) of the identity card;
- copy of the completed copyright release form (Form 2) (typed or clearly handwritten);
- a completed copy (typed or clearly handwritten) of the self-certification form regarding general requirements (see Form 3);
- digital support (identified with the alphanumeric code chosen by the participant), legible in both Mac Os and Windows, containing the submissions saved in *.pdf format (the files must be identified with the alphanumeric code followed by a progressive number: e.g. "ABCD12345-1").

The letters "A" and "B" to be placed on the two envelopes must be printed on white paper using the Arial or Helvetica fonts, size 48, bold, whereas the alphanumeric code must be

printed on white paper using the Arial or Helvetica fonts, size 15, bold.

In the event of group participation, the statements referred to in annexes 1, 2 and 3 must be completed and signed by each entrant, as well as being accompanied, for each one, by self-certification of the professional experience required and a non-authenticated copy of their identity document.

Both envelopes (A and B) must be placed in a package showing just the alphanumeric code and the following address on the outside:

**Concorso Bologna City Branding
Urban Center Bologna
Sala Borsa, Pzz.a Nettuno 3
40124 Bologna**

The package must be delivered no later than **12.00 midday on 16 October 2013**

If sent by courier or by post (registered mail, or whenever a receipt is required) the sender's details may be placed on the package as follows: the package, prepared as described, must be placed in another envelope which will indicate both sender and recipient. The secretarial staff will remove and destroy the outer envelope.

Projects delivered after the closing date for the competition will not be considered valid for participation; the date on the postmark will not be taken into consideration but only receipt within the deadline indicated above. In any case submissions that for any reason arrive after the date scheduled for delivery will not be accepted.

7. Artwork criteria

All design proposals submitted must meet the following requirements:

1. provide a degree of versatility and flexibility so that the brand / logo and the payoff can be easily applied in those applications that are useful in promoting the Bologna brand;
2. be suitable for any media used, both two and three-dimensional;
3. be distinctive, original and recognisable and therefore recordable;
4. be reproducible while maintaining its effectiveness at any size, from very large (e.g. banners, billboards, sides of buses), to very small (e.g. business cards, web); to effectively meet the values and strategic criteria indicated in the project brief.

8. Assessment Criteria

When assessing the proposals received, the jury must use appropriate assessment criteria that are consistent with the strategic criteria indicated in the project brief and which also meet the requirements of the subjects promoting the competition (Urban Center Bologna and Aiap).

The following will be taken into due consideration: the criteria of originality and consistency between the graphic design of the brand / logo and the payoff; the recognisability and communicative effectiveness of the various elements proposed and flexibility in use and handling.

9. Strategic criteria

A document, the "Brief", has been prepared (Annex A to the notice) to allow designers to develop a proposal that actually meets the needs of the City of Bologna. This brief contains a report to address the strategic and reference criteria that define the communicative skills of the Bologna brand.

There is also commented documentation (annex B) on reference *case histories* involving contemporary city branding operations and the report on the Bologna City Branding research (annex C).

All the documentation is available on the Urban Center Bologna, Bologna City Council and Aiap websites.

10. Prizes:

Of all the proposals submitted, those projects worthy of merit will be awarded a prize. The overall winner of the competition and the prize of 14,000.00 Euro (fourteen thousand) will be chosen from these.

The second and third place winners will be awarded, respectively:

- a total prize of 6,000.00 Euro (six thousand),
- a total prize of 4,000.00 Euro (four thousand).

The abovementioned amounts are to be considered gross of any charges that may be legally due.

The second prize may be assigned at the discretion of the jury to the entrant whose payoff is considered to be most effective when used with the proposed brand / logo, if that winning proposal does not have such an effective payoff.

The jury, in addition to motivating the aforementioned choices and drafting a special report, may indicate or suggest other proposals that it considers worthy of merit.

The manager of the winning project reserves the right to commission the winner (or winners) to provide advice on technical support to develop the city branding project, for which an additional assignment will be awarded.

11. Jury

The Jury, appointed by Urban Center Bologna, in accordance with Aiap, will include five members: two experts from abroad, Roberto Grandi (scientific coordinator of the Bologna City Branding Project), Andrea Ruggeri (communications advisor for the Bologna City Council) and Daniela Piscitelli (Chairperson of Aiap).

The jury will select the projects submitted by the deadline, by assessing them according to the criteria foreseen in sections 7. and 8. of this notice, to determine the ranking of the winners. The jury, whose decision is final and irrevocable, will be responsible for motivating its choices and drafting a special report.

Every decision will be made by majority. The jury may make any necessary suggestions and modifications to the development and/or correction of the artwork selected, while suggesting that this be carried out in close collaboration between the designer and Urban Center Bologna.

12. Calendar

1. 17/07/2013: publication of the notice;
2. from 09/09/2013 to 13/09/2013 those interested in participating in the competition may request further clarification in Italian or English, using the following e-mail only **citybrand@urbancenterbologna.it**;
3. 16/10/2013 at 12 a.m.: deadline for submission;
4. by no later than 30/11/2013: the jury meets, finalists are selected and the winners announced.

13. Copyright

By completing the copyright release form, the participants agree to transfer the exclusive rights to economic use of the proposals identified as the winners of the three prizes, in accordance with the criteria set out in section 10, whereas for the non-winning works only the right to exhibit and to publication in the special "workbook" will be transferred pursuant to sect. 16.

For details please see form 2.

14. Return of submissions and Project filing

All proposals and artwork submitted will remain the property of Urban Center Bologna, in accordance with section 13 and will not be returned.

15. Publication of the notice and requesting information

This notice and its annexes will be published on the websites of Urban Center Bologna www.urbancenterbologna.it
Bologna City Council www.comune.bologna.it
Aiap www.aiap.it

Any questions about the notice and participation in the competition may be addressed exclusively by e-mail, see sect. 12

All replies to questions and the results of the competition will be made available on the Urban Center Bologna website www.urbancenterbologna.it

16. The Exhibition and volume presenting the results

All the proposals submitted may be shown in a public exhibition and published in the special "notebook" edited by Urban Center Bologna.

17. List of Annexes

The following annexes are an integral part of this notice:

Brief (Annex A)

Case Histories (Annex B)

Bologna City Branding research report (Annex C)

Registration form (Annex 1)

Copyright release form (Annex 2)

Self-certification form regarding general requirements (Annex 3)

18. Organisational Staff

The Organisational Staff for the Bologna City Branding competition is based at Urban Center Bologna. Contacts: citybrand@urbancenterbologna.it – ph. +39 051 2194855