

Contest for WB6 CIF Collective Trademark name and design

1. INTRODUCTION

WB6 CIF is a regional association of national chambers of commerce and industry from Western Balkans, which is set up with the aim to increase involvement of business communities in the initiatives seeking to promote economic development of the Western Balkans, with particular focus on the activities supporting promotion of regional economic integration and cooperation and the integration of the Western Balkan region into the European Union.

WB6 CIF is organizing a contest for the best name and design of a collective trademark that will be used for promotion of products/services from Western Balkan economies (Albania, Bosnia and Herzegovina, Serbia, Kosovo*, Montenegro, North Macedonia). This collective trademark will be patented in the EU and all 6 Western Balkan economies.

This document outlines the requirements for the development of a brand, including its name and visual identity, for a collective trademark. The brand is to be created for a brand involving Western Balkan economies in cooperation with the European Union (EU). The design must strictly exclude the use of maps and the colors of the flags of these economies.

The purpose of this document is to provide detailed guidance and clear expectations for the development of the brand, ensuring it meets the required standards of professionalism and cultural sensitivity.

2. OBJECTIVES

The primary objectives of this contest are:

- **Distinctiveness:** To create a unique and memorable brand name and visual identity that stands out in the international arena.
- **Representation:** To reflect the collective nature of the brand and the unity among Western Balkan economies and the EU, emphasizing collaboration and shared goals.
- **Professionalism:** To ensure the brand adheres to high professional and cultural standards suitable for an international audience, maintaining a tone of seriousness and respectability.
- **Versatility:** To design a brand that is versatile and adaptable across various media and formats, ensuring consistency in application.
- **Inclusivity:** To develop a brand that is inclusive and accessible to all stakeholders, including people with disabilities.

3. SCOPE OF CONTEST

The contest scope includes:

- **Name Development:** Propose a potential brand name that meets the criteria outlined in the design and naming guidelines. Provide a rationale for that name, explaining how it aligns with the brand's objectives and values.
- **Visual Identity Creation:** Design a comprehensive visual identity, including logos, color schemes, typography, and other graphic elements. Ensure the design is versatile, professional, and culturally sensitive.
- **Brand Guidelines:** Develop detailed guidelines for the application of the brand across various media and materials. These guidelines should cover logo usage, color palettes, typography, imagery, and tone of voice.

NOTE: A candidate can provide several brand names to be chosen from, but in that case complete documentation must be provided for each brand name proposed.

4. DESIGN AND NAMING GUIDELINES

The following guidelines must be strictly adhered to during the design and naming process:

BRAND NAME DEVELOPMENT

- **Relevance:** The brand name must be relevant to the brand theme and the collective nature of the Western Balkan economies and the EU. It should evoke a sense of unity, collaboration, and forward-thinking.
- **Memorability:** The name should be easy to remember and pronounce, making a lasting impression on the audience. It should be short, impactful, and resonate with the target audience.
- **Uniqueness:** It must be unique and not easily confused with existing brands or trademarks. Conduct a thorough search to ensure the name is not already in use or trademarked.
- **Cultural Sensitivity:** Ensure the name is culturally appropriate and does not have negative connotations in any of the languages of the participating countries. Consider linguistic nuances and avoid names that could be misinterpreted.
- **Domain Availability:** Check the availability of domain names for potential brand names to ensure a consistent online presence. The ideal domain should be short, memorable, and closely related to the brand name.

VISUAL IDENTITY

- **Logo Design:** The logo should be simple, memorable, and versatile, suitable for both color and monochrome applications. It should convey the essence of the brand and be easily recognizable.
- **Color Palette:** Develop a distinctive color palette that must not rely on the colors of the flags of the Western Balkan economies or the EU. The palette should be balanced, harmonious, and evoke the desired emotions and values associated with the brand.

- **Typography:** Select professional, legible, and versatile fonts that align with the overall tone of the brand. The typography should be consistent across all materials and adaptable for different languages.
- **Graphic Elements:** Incorporate additional graphic elements that support the brand's message and identity. Avoid the use of maps and flag colors. Instead, use abstract shapes, patterns, and icons that symbolize unity, collaboration, and progress.
- **Imagery:** Use imagery that is relevant and supportive of the brand's message. Avoid clichés and stereotypes. Instead, choose images that are inclusive, respectful, and representative of the brand's diverse audience.

APPLICATION GUIDELINES

- **Consistency:** Ensure that the brand can be applied consistently across all materials, including print, digital, and merchandise. Develop templates and examples to guide the consistent use of the brand.
- **Flexibility:** The design must be adaptable to various formats and sizes, from small icons to large banners. It should work well in both print and digital environments, maintaining its integrity and legibility.
- **Accessibility:** The design should be accessible to all users, including those with disabilities. Consider color contrast, font size, and readability to ensure the brand is inclusive and compliant with accessibility standards.
- **Tone of Voice:** Develop a tone of voice that aligns with the brand's identity and values. It should be professional, respectful, and inclusive, suitable for an international audience.

INCLUSIVITY FOCUS

When developing the brand, the designer must focus on inclusivity for various groups, including:

a) Gender Equality

- **Representation:** Ensure that the brand's visual and textual elements represent all genders equally, avoiding stereotypes and promoting gender neutrality and equality.
- **Imagery and Icons:** Use inclusive imagery and icons that depict diverse gender roles and contributions. Avoid gender-specific colors and symbols.

b) People with Special Needs

- **Accessibility:** Design all materials to be accessible to people with special needs, including those with physical, cognitive, and sensory disabilities.
- **Ergonomics:** Consider ergonomic design principles to ensure materials are user-friendly for people with physical disabilities.

c) Visually Impaired People

- **High Contrast:** Use high-contrast color schemes and clear, legible fonts to enhance readability for visually impaired individuals.
- **Alternative Text:** Provide alternative text for all visual elements to ensure accessibility through screen readers.

- **Tactile Elements:** Where applicable, consider incorporating tactile elements (e.g., braille) in printed materials.

CO-BRANDING GUIDELINES

When co-branding the logo with the Western Balkans SIX Chamber Investment Forum (WB6 CIF) and the EU, the following rules must be adhered to:

- **Visual Harmony:** Ensure the co-branded logos are visually harmonious and maintain the integrity of each individual brand. The design should balance the elements of each logo without one dominating the other.
- **Clear Separation:** Maintain clear separation between the brand logo and the logos of WB6 CIF and the EU. Use a divider line or spacing to distinguish between the brands.
- **Size Proportions:** Keep the size proportions consistent to ensure no brand appears larger or more prominent than the others. The logos should be of equal visual weight.
- **Color Consistency:** While avoiding the use of flag colors, ensure that the color palette complements the colors of the WB6 CIF and EU logos. The co-branded presentation should be aesthetically pleasing and coherent.
- **Placement:** Determine consistent placement rules for the co-branded logos across different materials. For instance, place the brand logo on the left, with the WB6 CIF and EU logos aligned to the right or below, maintaining a balanced layout.
- **Usage Scenarios:** Provide clear examples of how the co-branded logos should be used in various scenarios, such as on stationery, digital platforms, promotional items, and event signage.

5. DELIVERABLES

The deliverables for this contest include:

- **Brand Name Report:** A comprehensive report with brand name proposal and the rationale behind it. The report should include an analysis of the name's relevance, memorability, uniqueness, cultural sensitivity, and domain availability.
- **Visual Identity Package:** A complete package including logos, color palettes, typography, and graphic elements. Provide multiple versions of the logo (e.g., full color, black and white, horizontal, vertical) and detailed specifications for each element.
- **Brand Guidelines Document:** A detailed document outlining the proper use of the brand across various media. The guidelines should cover logo usage, color palettes, typography, graphic elements, imagery, tone of voice, application examples, and co-branding rules.
- **Mockups:** Mockups of the brand applied to different materials (e.g., stationery, website, promotional items). These mockups should demonstrate the brand's versatility and consistency in various contexts.

6. ELIGIBILITY

The contest is open to young people up to age of 35, i.e. individuals who are either nationals of or reside in one of Western Balkan economies (Albania, Bosnia and Herzegovina, Serbia, Kosovo*, Montenegro, North Macedonia).

There are no specific requirements regarding education level, professional portfolio, references, etc.

7. SUBMISSION OF PROPOSALS

A proposal for the contest consists of the following:

- a) aforementioned deliverables,
- b) free-format biography of the contestant,
- c) ID card, passport or similar document showing the birth date and nationality/place of residence of the contestant.

Proposals shall be send to marija.askovic@wb6cif.eu and in “Subject” line the contestants should state CONTEST and their name.

If a contestant is sending more than one proposal, each shall be sent separately, i.e. one proposal per message.

8. TIMELINE

The timeline is as follows:

- The deadline for submission of proposals is **August 12, 2024 at 23:30 h.**
- The decision on best solution will be made by an appointed committee by August 19, 2024 at latest and will be communicated to all contest participants via e-mail by August 21, 2024.

If some refinement of selected solution is needed, the designer will have 5 additional days available to compete the work. In no case the deadline for finalisation of all deliverables can be later than August 31, 2024.

9. BUDGET

The award for the best solution is 2,500 EUR.

This is a gross amount that will be paid by WB6 CIF to the winner of the contest upon receiving finalised deliverables in electronic form.
