

Università degli Studi
della Campania
Luigi Vanvitelli

UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA
LUIGI VANVITELLI

INTERNATIONAL CALL FOR IDEAS
REBRANDING AND CORPORATE
IDENTITY DESIGN



aiap
associazione italiana design
della comunicazione visiva

International call for ideas for the design of the mark and/or logotype and related visual identity system for Università degli Studi della Campania Luigi Vanvitelli

1. Promoters of the international call

The international open call for ideas is launched by Università degli Studi della Campania Luigi Vanvitelli, formerly SUN – Seconda Università di Napoli, with the support, assistance, consultancy and patronage of Aiap (Italian Association of Visual Communication Design).

2. Purpose of the contest

Following the change of the University's name from Seconda Università di Napoli (SUN) to Università degli Studi della Campania Luigi Vanvitelli, the Institution has decided to launch an international call for ideas to produce the graphic design of the mark and/or logotype and related visual identity system.

2.1 – The aim of the contest is to create a brand and/or logotype for the Institution's new name Università degli Studi della Campania Luigi Vanvitelli (formerly SUN – Seconda Università di Napoli), which is currently in use (see The University's Articles of Association – Statuto di Ateneo – published in the Official Bulletin no. 261 of 8th Nov. 2016), as is briefly described in the annex to the present call named "Design Brief" **(Allegato A)**.

The mark and/or logotype shall represent the University's values and peculiar characteristics as they are briefly summarised in the "Design Brief".

2.2 – The mark and/or logotype are to be used on all of the University's communication media, and shall comply with the requirements set in the "Design Brief" both visually and verbally: therefore, they shall bear a consistent visual identity as applying to all the artefacts which may contribute to making it recognisable and unique.

The idea is to design a brand architecture expressing the University's uniqueness, making it recognisable and identifiable on the national and international scene with reference to the strategic lines outlined in the "Design Brief" and to its positioning as per the annex "Positioning and reputation analysis" **(Allegato B)**.

2.3 – The identity design shall also become a 'quality seal' for the University, and shall be used in two main ways: **a. institutional**; **b. support**, meaning for merchandising and various promotion activities.

2.4 – The mark and/or logotype shall be suitable to be used in the management and promotion of a University, hence they shall be suitable for both paper and digital institutional use.

2.5 – a. Institutional: the institutional logotype shall be produced in its full and abbreviated forms:

- the full name is **Università degli Studi della Campania Luigi Vanvitelli**
- the shortened name is **Università Vanvitelli**

In accordance with the "Design Brief" ("Examples of justaposition"), all the juxtaposition hierarchies of the mark and/or logotype shall be provided in relation with the names of Schools, Departments, Centres and Administration.

2.6 – b. Support: in addition, contestants shall put forward one merchandising line identified by the

contracted name of the University and characterised by an autonomous graphic style, yet referring and easily relatable to the institutional one.

- the contracted name is **la Vanvitelli**.

3. Participating in the contest

3.1 – The call is open to studios, agencies and professionals working in the areas of graphic design, design and communication who may document their professional activity. Participation is also open to employed workers who are members of a professional association in compliance with their national laws and with the norms regulating employed work. Employees of Università degli Studi della Campania Luigi Vanvitelli (formerly SUN – Seconda Università degli Studi di Napoli) cannot take part in the contest.
3.2 – Participants may be individuals, groups or temporary joint ventures of studios/agencies.
3.3 – Studios and/or agencies and/or temporary joint ventures of studios and/or agencies shall indicate the name of a group leader and/or owner of the studio, who will be responsible for and the contact person with reference to the design.
3.4 – Every candidate, whether an individual or a group, whether the representative of a studio and/or agency, or the representative of a temporary joint venture of studios/agencies, may only submit one design proposal.

4. Registration

To register in the contest, the "Application Form" (Annex 1) shall be submitted together with the parcel containing the artefacts.
The "Application Form" and the required documentation shall be submitted as described in Paragraph 6: "Participation and submission of proposals".

5. Artefacts required and entry procedure

5.1 – Each participant may only submit one design proposal, presented in no less than six drawings.
5.2 – Each of the six drawings shall be submitted on an A3-format sheet of white paper, in horizontal layout, and mounted on a rigid backing.

5.3 – Contents of the drawing:

Drawing 1
The drawing shall contain the mark and/or logotype, printed both in colour and black and white versions, at an appropriate visual distance, centred in the page and in a size not smaller than 10 cm at the base. At the bottom of the drawing shall come reductions of both versions.

Drawings 2 – 3 – 4
The drawings shall contain:

- colour code;
- institutional and support types chosen (designed ad hoc or, if existing, complete with the necessary information: name, author, year, etc.);
- secondary visual and decorative elements (if necessary);

- hierarchies for the juxtaposition of the brand and/or logotype and names (School, Department, Centre, Administration);
- possible applications and/or views of the mark and/or logotype in the institutional documents/ forms of the University, the Rector's Office, the Schools, Departments, Centres and Administration;
- possible applications to different contexts and situations that highlight its qualities and convey its systemic dimension (e.g. online tools, general printouts and various stationery).

Drawing 5
The drawing shall contain the proposal of the single merchandising line identified by the University's contracted name form (see Para. 2.6 above), and characterised by an autonomous graphic style, yet referring and easily relatable to the institutional one.

Drawing 6
The drawing shall contain a presentation of the rationale and of the choices behind the design process, in the form of a verbal description together with additional visual elements if deemed necessary.

Additional drawings
While the six drawings described above are a requirement, failure to comply with leads to exclusion from the contest, each designer or group of designers may, should they deem it useful, submit additional drawings in the same format as above. These drawings may contain possible applications of the mark and/ or logotype to different contexts (e.g. internal signage, flyers and/or advertising or informative posters, brochures, presentations, web headings, and the like).

6. Participation and submission of proposals

6.1 – Participation in the contest is on an anonymous basis. In order to guarantee anonymity, each participant (individual, agency, single professional or group or professionals or temporary joint venture of studios and/or agencies) shall provide themselves with an alphanumerical code made up of four capital letters and five digits (e.g. "ABCD12345).
6.2 – This code shall be marked on the back of the drawings, on the top right corner of the rigid backing.
6.3 – The code shall be printed on white paper in a linear font, type size 15, bold.
6.4 – All the drawings shall be identified exclusively by the alphanumerical code; any other reference, symbol, mark, or different font used for the code, will cause the proposal to be excluded.
6.5 – All the drawings shall be placed in a suitably sized envelope, which must not be transparent, to be sealed and marked only by the letter "A", and bear the alphanumerical code on the front.
6.6 – A second envelope, which must not be transparent, and shall also be sealed, marked by the letter "B" and bear the alphanumerical code on the front, shall contain:

- filled "Application Form" **(Annex 1)** (typed or handwritten in readable blocks);
- self-certification of the required professional experience;
- two-sided non-certified copy of an identity document;
- "Copyright transfer form" **(Annex 2)** (typed or handwritten in readable blocks);
- digital medium (identified by the alphanumerical code chosen by the participant), to be

readable in Mac Os and Windows, and containing the submitted designs saved in *.pdf format (Please note the files shall be named by the alphanumerical code followed by a progressive number, e.g. "ABCD12345-1").

The letters "A" and "B" on the two envelopes shall be printed on white paper in a linear font, type size 48, bold, while the alphanumerical code shall be printed on white paper in a linear font, type size 15, bold.

6.7 – In the case of groups, the statements as per annexes 1 and 2 shall be filled and signed by each group member; similarly, the self-certification of the required professional experience and the non-certified copy of an identity document shall be submitted by all group members.

6.8 – In the case of studios and/or agencies or temporary joint ventures of studios and/or agencies, the statements as per Annexes 1 and 2 shall be filled and signed by the group leader, or person responsible for the design and, in case this were not the same person, by the legal representative or owner of the studio, as well as by the individual leaders or legal representatives of the studios and/or agencies in the temporary joint venture.

Both envelopes (A and B) shall be inserted in a parcel which will only bear the alphanumerical code and the following address:

Università degli Studi della Campania Luigi Vanvitelli
Ufficio protocollo
Piazza Miraglia, palazzo Bideri
80138 Napoli
Tel. +39 081- 5666408 / 6432

6.9 – The parcel shall be delivered by 12:00 noon of **12th May 2017**.

6.10 – For parcels sent by private courier or by post (express mail, registered mail, and in any case when a delivery receipt is envisaged) the sender's data may be added on an additional outer envelope: the parcel inside, prepared following the instructions, shall be inserted in another envelope which will bear the sender's and recipient's details. The staff in the Ufficio Protocollo, who will receive and protocol the incoming parcels, shall remove the outer envelope with the sender's information in order to guarantee anonymity.

6.11 – For the purposes of participation, any submissions that should reach our offices later than the set deadline shall not be accepted; the date of the postmark shall not be considered as proof of delivery within the terms: only actual delivery of the parcel within the terms described shall make a submission acceptable. Under no circumstances will submissions delivered after the day and time set as a deadline be accepted.

6.12 – All the materials and documents must be written in either Italian or English, under penalty of exclusion from the competition.

7. Executive criteria

Each design proposal shall comply with the following requirements:

1. provide a certain degree of versatility and flexibility so that the brand and/or logotype and the visual identity system may be easily adapted to the various uses that the University will need to make of them;

2. be suitable for any media, on two- as well as three dimensions;
3. be distinctive, original and recognisable, therefore recordable;
4. be reproducible, remaining effective in any size, from the very large one (banners, extra-large outdoors advertising, advertising on bus sides, etc.) to the very small one (e.g. business cards, web);
5. respond effectively to the values and strategic criteria reported in the design brief.

8. Assessment criteria

For the assessment of entries, the committee shall follow the assessment criteria listed below, in line with the strategic objectives described in the design brief and responding to the requirements of the contest promoters:

- Originality (max 25 points)
- Consistency of the graphic sign of the brand and/or logotype with the whole visual identity system (max 25 points)
- Recognisability and communicative effectiveness of the various elements proposed (max 25 points)
- Versatility of use on analog and digital media (max 25 points).

9. Attached documentation

Annex A – To help designers develop a proposal that may respond in full to the University's needs, a document called "Design Brief" has been made available, which provides a general description of the strategic criteria to identify the communicative quality of the visual identity system.
Annex B – A synthesis of the University's "Positioning and reputation analysis" is available.
Annex C – It consists of a short history of the University, from its establishment as SUN - Seconda Università di Napoli until its name change to Università degli Studi della Campania Luigi Vanvitelli.
Annex D – A commented documentation on reference Case Histories.

All the above documentation is available on the websites of Università della Campania Luigi Vanvitelli:
www.unina2.it
as well as on Aiap's institutional website:
www.aiap.it

10. Awards

10.1 – Among all the entries, the jury will select three designs worthy of being awarded a prize. Finally, the winner of the contest and of the first prize will be chosen among these.
The winner will receive a prize of EUR 15,000 (fifteen thousand Euro).
The second and third prizes will be as follows:

- an overall EUR 8,000 (eight thousand Euro);
- an overall EUR 6,000 (six thousand Euro).

The above amounts are meant gross of any taxes.
10.2 – The jury shall justify their choices and draft minutes of the proceedings; they may also identify further worthy design proposals, which will receive a special mention but no further prize money.
10.3 – The University reserves the right, under Art. 156 Para. 6 of Legislative Decree no. 50/2016, to ask the winner to develop a handbook with guidelines on how to apply the visual identity system properly.

Should this additional task be actually assigned, an additional fee of EUR 10,000 (ten thousand Euro) shall be paid on completion and delivery of the above Handbook.

11. Jury

11.1 – The jury, appointed by Università degli Studi della Campania Luigi Vanvitelli, shall be made up of five members:
- two highly-experienced designers in the area of branding at the international level;
- two officers or teachers of the University;
- one highly-experienced and respected Aiap member.

- **Ruedi Baur** (Creative Director of Intégral, AGI member, Designer)
- **Astrid Stavro** (Creative Director of Atlas, AGI member, Designer)
- **Giuseppe Paolisso** (Rector, Università degli Studi della Campania Luigi Vanvitelli)
- **Patrizia Ranzo** (Full Professor, Department of Design and Civil, Construction and Environmental Engineering)
- **Cinzia Ferrara** (Aiap President, Designer).

The University reserves the right to appoint a substitute in case one of the members is not able to attend jury meetings due to urgent, irrevocable reasons.
11.2 – The jury will nominate its President.
11.3 – Any parcels and/or artefacts bearing flaws, distinctive marks and/or any other anomalies shall be deemed formally inadmissible and be listed in the minutes.
11.4 –The jury shall select the designs submitted in due time and complying with the rules set out in the present call, assessing them according to the criteria set out at Paras 7 and 8 of the Call, and producing a ranking of winners. The jury, whose judgment is indisputable and final, shall justify their choices and draft detailed minutes of the proceedings. All decisions shall be made by majority vote. In case of equal positions among candidates the vote of the President counts double.
11.5 – The jury may suggest any changes to improve or perfect the winning design and the shortlisted designs, in full agreement with the winning designer and/or person responsible for the design and the University.
11.6 – The jury may choose and minute to not assign any prize, or decide to not assign the first prize should they, based on their unquestionable judgment, deem that none of the entries is suitable.
11.7 – The University reserves the right to:
- use only part of the winning design or only some elements of it;
- accept the jury's judgment to award the first prize but not use the design.

12. Timing

12.1 – 17th Jan 2017: publication of the Call;
12.2 – from 20th Jan 2017 to 20th Feb 2017 2017 all those wishing to take part in the contest may ask for clarifications by writing in Italian or English to the following address **only**:
concorso.univanvitelli@aiap.it
12.3 – 12th May 2017 noon (12:00 pm): deadline for entry submissions;
12.4 – by 31st May 2017: meeting of the jury, selection of finalist designs, proclamation of winners and publication of final results.

13. Copyright

By filling the "Copyright transfer form" **(Annex 2)**, participants agree to surrender the exclusive rights to use the winning designs of the three prizes as set out in Para. 10, while the non-winning designs will only surrender the right to be exhibited or published in a dedicated volume/catalogue as per Art. 16.
For further information please see **Annex 2**.

14. Returning designs and project archive

All the designs and materials submitted will remain the property of Università degli Studi della Campania Luigi Vanvitelli, in compliance with Art. 13, and shall not be returned.

15. Publication of the call and request for information

15.1 –The present call and related annexes will be published on the websites of:

- Università della Campania Luigi Vanvitelli: www.unina2.it
- Aiap: www.aiap.it

15.2 – Any requests concerning the call and the entry procedure may be sent via e-mail (concorso.univanvitelli@aiap.it), as per Art. 12.
Replies to the questions as well as the results of the contest will be posted on the websites of Università degli Studi della Campania Luigi Vanvitelli and Aiap in a section (FAQ) dedicated to the contest.

16. Exhibition and volume to present the results

All the designs submitted may be displayed during an exhibition open to the public, and may appear in a catalogue published jointly by Università degli Studi della Campania Luigi Vanvitelli and Aiap.

17. List of Annexes

The following annexes make integral part of the call:

- Design Brief **(Annex A)**
- Positioning and Reputation Analysis **(Annex B)**
- History of the University **(Annex C)**
- Case Histories **(Annex D)**
- Application Form **(Annex 1)**
- Copyright Transfer Form **(Annex 2)**

18. Organising secretariat

The organising secretariat of the present call for ideas is based at Università degli Studi della Campania Luigi Vanvitelli.

For any information concerning the reception of parcels please contact:
Segreteria organizzativa - Ufficio protocollo
archivioeprotocollo@unina2.it

For any information concerning the nature of the call, FAQs and further information, please write to:
concorso.univanvitelli@aiap.it