

深圳城市形象标识全球征集规则公告

深圳，又称“鹏城”，位于珠江东岸，毗邻香港，是中国第一个经济特区和改革开放的“窗口”和“试验田”，是中国与世界交往的主要门户之一。深圳还是一座传奇、创意和时尚的国际化大都市，是联合国教科文组织全球创意城市网络中的一员，第26届世界大学生夏季运动会将于2011年8月在这里举行。

为更好地彰显深圳城市特色，弘扬深圳城市精神，提炼深圳城市符号，塑造深圳城市形象，凝聚市民归属感和认同感，深圳市人民政府正式启动城市形象标识全球征集工作，具体征集规则公告如下：

一、征集内容

深圳城市形象标识（含标准图形、标准字体、标准色彩及标准组合）。

二、应征资格

具有专业设计水准的个人和机构均可参加，国籍或注册地不限。参与本次征集工作人员和担任评审工作专家除外。

三、征集时间

2011年3月24日—2011年4月30日截止。（应征作品以特快专递送达时间当日邮戳为准，征集截止时间后，送达作品均不具有应征资格。）

四、征集要求

1. 应征作品充分体现深圳开放、创新、包容的城市人文精神。有充足形象表现力和艺术感染力。形象高雅美观、形式简洁明快，易于被不同地域和文化背景人士理解和认同。

2. 应征作品应主题鲜明、创意独特、寓意深刻；具有强烈的视觉冲击力，便于识别、记忆和推广，适合长期在各种介质的媒体上传播。

3. 应征作品应包含形象标识的绘制形象、名称和设计说明，可由单幅图稿表现，也可以由不同色彩的多幅图稿组成。

4. 应征人可同时提交多套设计方案，所提交作品必须为原创，此前未以任何形式发表。并具备完整的知识产权。

5. 应征作品设计风格和类型不限，但必须符合中国法律和中国社会公序良俗的要求。

五、应征文件

应征者须同时提交《深圳城市形象标识设计征集活动报名表》、《深圳城市形象标识设计应征承诺书》、《深圳城市形象标识设计方案》（含电子光盘）、《深圳城市形象标识设计方案说明》4份文件，任何一份文件缺少或不符合本规则，均不具备参评资格。相关资料请应征者登陆深圳市政府门户网站（<http://www.sz.gov.cn/>）或城标征集官方网站（szlogo.sznews.com）自行下载。

1. 《深圳城市形象标识全球征集报名表》

应征者填写《深圳城市形象标识全球征集报名表》是参加征集活动的必备程序。表中填写信息应当与事实相符，在征集过程中，一旦发现相关信息与事实不符，递交的征集作品无效。应征者个人信息一概不得出现于设计方案中，违者取消参评资格。

2. 《深圳城市形象标识设计应征承诺书》

应征者必须签署《深圳城市形象标识设计应征承诺书》，多人创作作品，由创作者共同签署承诺书。应征者若为机构，须由授权代表签署并加盖授权机构公章。

3. 《深圳城市形象标识设计方案》（含电子光盘）

应征作品设计方案（包括核心设计方案和扩展应用方案），以 A4 幅面白底绘制，设计尺寸:120mm×120mm。每套设计方案应包括全彩色版和黑白版(网格图)设计图稿。作品不限于平面设计稿，可附加三维立体造型。应征者需同时提供可供输出的电子文件，以光盘形式提交，存储为 JPG 或 TIF 格式，分辨率不低于 300dpi。

为方便独立编号，每件应征作品必须单独提交设计方案。

4. 《深圳城市形象标识设计方案说明》

应征者以 A4 规格纸张附上设计说明。主要阐述城市标识的设计思路，理念和含义，以简洁为宜。可使用中文或英文编写。为方便评审，每件应征作品必须单独提交设计方案说明。

六、文件提交

本次深圳城市形象标识全球征集仅接受（1）特快专递，（2）当面递交，两种方式。应征者提交文件请自行密封，包装表面请注明“深圳城市形象标识征集”。

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邮编：518049

投稿邮箱：深圳市福田区上梅林中康路8号深圳雕塑院（公共艺术中心）二楼。

七、评审流程

1. 资格审查。2011年5月1日-2日，主办方对所有应征作品集中启封、现场公正。统一建档编号，进行作品资格审查。

2. 入围初评。2011年5月3日-4日，专家初审委员会对所有符合资格应征作品进行初评，选出120件入围作品进入复评。

3. 专家复评。2011年5月5日-6日，国际评审委员会对120件入围作品进行复评，选出10件候选作品。

4. 公众咨询。2011年5月13日-5月19日，在城标征集官网公布10件候选城标作品，接受公众通过网络投票。

5. 专家咨询。2011年5月21日，专家咨询委员会对

10 件候选作品进行专业咨询，推荐出 3 件候任城标作品。

6. 城标审定。深圳城市形象标识领导小组根据专家评审、公众咨询和专家咨询的综合意见，审议确定最终方案，面向全球公布。

八、奖励办法

入围的 120 件作品，编辑成纪念画册，内含入围应征者（个人或机构）信息，赠予入围者；进入复评的 10 件候选作品，每件奖励人民币 2 万元（税后）；最终确定为深圳城市形象标识的作品，奖励人民币 20 万元（税后）。主办方向所有入围、候选和中选创作者颁发获奖证书。

九、保密规定

1. 无论应征者提交的作品是否最终获选，应征者应对因参与本次活动所提交的与所提交作品相关的资料和信息承担保密义务，不向任何第三方披露上述资料或信息。

2. 应征者不得在任何时间、任何地点以任何形式对是否响应本次征集工作及是否参加征集进行商业性宣传，或者暗示与深圳城市标识征集主办方存在任何关联。

十、作品处理

所有应征作品方案概不退还，创作者请自留底稿。

十一、知识产权

应征作品的著作权受中国法律保护。有关作品知识产权的归属，以《深圳城市形象标识设计应征承诺书》的相关约

定为准。作品自成为城市形象标识，一切知识产权（包括但不限于著作权，对作品的一切平面、立体或电子载体的全部权利）归主办方所有。

主办方有权对成为城标的作品进行任何形式的使用、开发、修改、授权、许可或保护等活动。

十二、其他说明

1. 主办方拥有深圳城市形象标识的最终决定权。

2. 主办方对本公告、附件及其补充文件拥有最终解释权。
本规则未尽事宜，由主办方另行制定补充规则。

3. 本次征集活动适用中华人民共和国法律。

咨询电话：+86-755—83274510 83178230

（周一至周五 上午 9:00—12:00 下午 14:00—18:00）

电子邮箱：shenzhenlogo@gmail.com

深圳市人民政府

2011年3月

Global Solicitation for Shenzhen City Logo Design

Announcement of Rules

Shenzhen, also known as “city of the Roc”, is located at the eastern bank of the Pearl River and neighbors Hong Kong. As the country’s first special economic zone, it is the “window” and “experimental field” of the reform and opening-up policy, as well as one of the main gateways to the world for China. Shenzhen is also an international metropolis with legends, innovation and fashion, and one of the UNESCO creative cities. In August, 2011, the 26th Universiade Shenzhen 2011 will be held here.

Global Solicitation for Shenzhen City Logo Design is officially launched by the People’s Government of Shenzhen Municipality, aimed to demonstrate its city characteristics, promote its city spirits, refine its city symbol and build a city image, as well as to arouse the public to share a sense of belonging and identity. Relevant rules of the Solicitation are announced as follows:

1. Solicitation Content

Shenzhen City Logo (including the standard image, fonts, colors and combination)

2. Applicant

Except the staff of the Solicitation Office and members of its evaluation panel, the Solicitation is open to any individual or institutions with professional design skills worldwide, regardless of nationalities and registered places.

3. Solicitation Period

The Solicitation runs from March 24, 2011 to April 30, 2011 (hereinafter referred to as Deadline). The works submitted after the Deadline shall be nullified (The time of receiving of the bidding work delivered by mail shall be the time of the postmark upon which the bidding work is received.).

4. Requirements

- 4.1 The bidding work shall highly embody Shenzhen’s cultural spirits of openness, innovation, and inclusiveness. It shall be rich in artistic expression and appeal, elegant, beautiful, simple and vivid. It shall also be catering to the world so that people from different countries and regions and of various cultural backgrounds can understand and accept it.
- 4.2 The bidding work shall be innovative, meaningful with a distinctive theme. It shall have a strong visual effect and be easy to recognize, remember and promote in different media.
- 4.3 The bidding work shall include the design, name and explanation of the city logo, which can be expressed by one single draft, or by a series of drafts in different

colors.

4.4 The Applicant can submit more than one design proposal. The bidding work shall be originated by the Applicant, who has never published it in any form before and has its complete and exclusive intellectual properties.

4.5 There is no limitation to the design style and pattern, but it shall be in compliance with the laws, regulations and social customs of the People's Republic of China.

5. Applying Documents

The following documents shall be submitted at the same time by the Applicant:

- Application Form of Global Solicitation for Shenzhen City Logo Design
- Commitment Letter of Global Solicitation for Shenzhen City Logo Design
- Shenzhen City Logo Design Proposal (including CD(s))
- Design Explanation of Shenzhen City Logo

Missing any part of the aforementioned documents or contradiction of any document with the Solicitation Rules will disqualify the Applicant for the Solicitation. Relevant documents can be downloaded by visiting the official website of the People's Government of Shenzhen Municipality (<http://www.sz.gov.cn/>) or the official website of the Solicitation (szlogo.sznews.com).

5.1 Application Form of Global Solicitation for Shenzhen City Logo Design

It is required to fill out the Application Form. The bidding work shall be nullified if there is any provided information found untrue during the Solicitation. The proposal shall not contain any information relevant to the Applicant(s). If there is any violation of this rule, the Applicant(s) shall be disqualified.

5.2 Commitment Letter of Global Solicitation for Shenzhen City Logo Design

The Applicant shall sign the Commitment Letter. If there is more than one designer, the Commitment Letter shall be signed by all designers. If the Applicant is an organization, the Commitment Letter shall be sealed with a stamp of the organization and signed by its authorized representative.

5.3 Shenzhen City Logo Design Proposal (including CD(s))

The Design Proposal (including the core design proposal and the extensible application proposal) shall be printed or drawn on A4-sized opaque white papers. The size of the logo shall be 120mm×120mm. Every proposal shall include the color drawing(s) and the black-and-white (arrow diagram) drawing(s). It shall not be limited to graphic draft. 3-dimensional model can be submitted. The Applicant shall submit the electronic files of the bidding work saved in CD(s) with the hardcopy documents at the same time. The electronic files shall be exported and be in TIF or JPG formats, whose resolution shall not be less than 300 dpi.

Each bidding work's design proposal shall be submitted on its own, for the convenience of assigning its reference number.

5.4 Design Explanation of Shenzhen City Logo

The Design Explanation shall be printed on A4 papers, concisely illustrating the idea and the meaning of the work. Chinese and/or English shall be used. Each bidding work's design explanation shall be submitted on its own, for the convenience of evaluation.

6. Submission

The submission shall be **ONLY** through either express mail or delivery in person for the Solicitation. The Applicant shall seal the submitted documents on his/her own and mark "Global Solicitation for Shenzhen City Logo Design" on the envelope.

Addressee: Guang Yang

Tel: +86-755-83274510 , +86-13760300236

Post Code: 518049

Address: Floor 2, Shenzhen Academy of Sculpture (Shenzhen Public Arts Center), No.8 Zhongkang Road, Shangmeilin, Futian District, Shenzhen, China

It is the **ONLY** submission address for the Solicitation. Any other address shall be invalid. The Organizer shall not be held liable for any loss or damages arising due to mail in delay or loss, mail damaged, mistake delivery, mail stolen, insufficient postage and any other reason not attributable to the Organizer.

7. Evaluation Procedures

7.1 Qualification Review

The Organizer shall unseal all the bidding works together at the same time to comply with the principle of justness on May 1st-2nd, 2011. All the bidding works will be sorted, assigned with reference numbers, and reviewed their qualification.

7.2 Preliminary Evaluation

The preliminary evaluation panel will evaluate the qualified bidding works and select 120 works to enter into the semifinal evaluation on May 3rd-4th, 2011.

7.3 Semifinal Evaluation

The international evaluation panel will review the 120 shortlisted works and select 10 from them on May 5th-6th, 2011.

7.4 Public Consultation

The 10 shortlisted works will be disclosed to the public and on-line voting will be carried out on May 13rd-16th, 2011. Those 10 works will also be exhibited in the 7th China (Shenzhen) International Cultural Industries Fair, where public on-site voting will be carried out simultaneously.

7.5 Experts' Consultation

The advisory committee of experts will review the 10 shortlisted works, provide their professional insights and recommend 3 candidate works on May 21st, 2011..

7.6 Final Result

The leaders' group of Shenzhen City Logo will determine the final winner according to the suggestions collected from the experts' review, public consultation and experts' consultation, and make a global announcement.

8. Awards

An album of the 120 works which pass the preliminary evaluation shall be compiled and presented to their designers. The 10 shortlisted works shall be awarded with RMB 20,000 Yuan (after tax), and the winning work selected as Shenzhen's city logo shall be awarded with RMB 200,000 Yuan (after tax). The designers of all the shortlisted works shall be awarded with Honor Certificates by the Organizer.

9. Confidentiality

9.1 The Applicant shall comply with the confidentiality duty of the bidding work, as well as of its relevant information for the Solicitation, and shall not disclose them to any third party, whether it is shortlisted or not.

9.2 The Applicant shall not mislead the public in any manner to make public promotion about their solicitation status nor think that they have any connection with the Organizer that does not exist anytime, anywhere.

10. Submission Treatment

The Organizer will not return any submitted proposals. The Applicant shall reserve the manuscript itself.

11. Intellectual Properties

The copyrights of the bidding work are protected by the laws of the P.R.C. The belonging of the intellectual properties of the bidding work shall be subject to the relevant clauses in the Commitment Letter of Global Solicitation of Shenzhen City Logo Design. In terms of the bidding work that is selected as Shenzhen's city logo, any and all their intellectual property rights (including but not limited to copyright, any and all rights in all the plane, solid or electronic carriers) shall remain the property of the Organizer. The Organizer reserves all the rights to use, develop, amend, authorize, license or protect the said work.

12. Declaration

12.1 The Organizer has the final decision on Shenzhen city logo.

12.2 The Organizer reserves the rights for the interpretation of all the documents of this solicitation. The Organizer reverses the rights to make supplementary rules for the uncovered matters of the Rules.

12.3 The Solicitation shall be governed by the Laws of the P.R.C.

Consulting Hotline: +86-755-83274510 83178230

(Monday – Friday: 9: 00 -12:00, 14:00 - 18:00)

Email: shenzhenlogo@gmail.com

The People's Government of Shenzhen Municipality
March, 2011