

**ANSWERS TO QUESTIONS
REGARDING THE BRANDING COMPETITION FOR
CENTER FOR THE PROMOTION OF SCIENCE**

1.

a) A company plans to submit a proposal. Would you please inform us what documentation is needed to participate in the Competition.

- All that is needed is to register and send the application form for the Competition. All needed information, as well as the application form can be found on the website www.cpn.rs. At this stage, it is not necessary to send more documentation.

2.

a) I am interested to know what exactly needs to be done as the first point of the competition?

- All information regarding this point of the Competition can be found in the document Competition brief under the heading “Characteristics of the brand”, on the website www.cpn.rs.

b) I am not exactly clear as to what brand wheel and brand credo. Can you give me an example what needs to be done from that first point?

- In the “Competition Brief”, examples of “brand wheel” and “brand credo” are described. In the same document, concrete examples are offered with graphic and textual parts. You can find the relevant material on www.cpn.rs.

c) Also, I am interested to know what needs to be done in terms of point 5? Is it required to make music, as for example the intro for news, or something else? (do you have any examples?)

- Music and a videos are also options for presenting the brand. If your submission is in this form, you can submit it in the PDF format which allows for the introduction of music. You may find more details on the website:

http://www.adobe.com/education/resources/hed/instructional/connect/collaborative_teaching/pdfs/insert_rich_media_PDF.pdf

Concrete examples for point 5, may be found in the segment “EXAMPLE” of the “Competition Brief”.

- d) Can you please tell me if in addition to the symbol of the Center, a popular name and full name “Center for the Promotion of Science” needs to be provided? (As far as I’ve understood, the symbol needs to be incorporated with both titles?)
- In the Competition Brief, 5 graphic elements are required including a popular name and the sign of the Center. Of these 5 versions, the participant has to decide on his/her own if any of them are going to be with the formal name of Center for the Promotion of Science.
- e) I tried to register at your website, but did not succeed, as it stated that an error occurred.
- If you keep having problems with registering, please contact us at +381 (11) 2400 260.

3.

I’ve read the announcement for the Competition for the branding of CPS, and have a question regarding a part of it:

“The examples of the sign (logo) need to be presented in detail, while other required Competition elements can be in a written form. The level of technical description/presentation won’t affect the decision of the jury if the author succeeded to present his solution effectively by other means.”

- a) What does this exactly mean? Because, in the previous passages it says in detail, that the author needs to give up to five examples of the Visual Identity and Electronic Identity. Does this mean that one needs to illustrate only the ideas for the V.I and E.I in some “sketches” or they need to be detailed and fully developed, for example, animation, sound, web and other.
- The required level of development of the visual and electronic identity is given in the Competition Announcement under the heading “Competition requirements”. As for, further level of technical presentation of the competition submission, it is up to the author. In this regard, the logo needs to be presented in detail as the final solution, while other elements can be in “sketches”, as you suggest. It is not necessary to develop them fully, because the level of execution won’t affect the jury decision making. It is important that the jury can get an idea as

to how you see the further implementation of the logo, that is, how you show its capacity for being animated, presented on a web site and other means of use. Sound is offered as an example, so that the authors can have this modality at their disposal as well. The detailed development of the selected (awarded) design is envisaged only in the subsequent phase, during the development of the Brand Book.

b) I am also unclear because the documentation is required in the PDF format which does not support animation and sound, as far as I know.

- See answer to question no. 2 c)

c) I kindly ask you to explain to me in more detail what is the expected level of execution of each of the 5 parts of the Competition?

- More details about each of the 5 elements can be found in the “Competition Brief”, as well as in the examples of solutions. Please, see also answer to the previous question.

4.

a) I am interested to know if the branding competition for the Center for the Promotion of Science is restricted to Serbian citizens only?

- The Branding Competition is of an international character and therefore, is not restricted solely to the citizens of Serbia.

5.

a) We kindly ask you to inform us if the right to participate in the : **BRANDING COMPETITION of the Center for the Promotion of Science, Belgrade is granted only to individuals or to companies as well?**

- The right to participate in the Competition for the design of the brand for Center for the Promotion of Science is granted to both legal entities and natural persons.

6.

a) As far as I’ve understood, the whole presentation and submission need to be in English, but it is not stated anywhere in the competition documentation if the “popular name” of the

Center needs to be in English or in Serbian. In my opinion, if the name needs to be internationally recognized, then the popular name needs to be in English, with or without the Serbian language equivalent? I kindly ask you to clarify this for me.

- The popular name needs to be written both with Latin and Cyrillic script, and it can be in the Serbian language, it can be an acronym, a letter, it can be an international name, as in the examples in the “Competition Brief” (EUREKA for example). It is left to the participants in the Competition to suggest a popular name which they think is suitable, acceptable and recognizable, both nationally and internationally. In this regard, it is possible for the popular name to be in the Serbian language. However, we expect it to be recognizable and appropriate for the widest audience in Serbia, but also for the future foreign visitors to the Center.
- b) For the official name, it is clear because it needs to be written with Latin and Cyrillic script – which means in the Serbian language. Or, is there an exception here as well, meaning that the name needs to be offered in the Serbian language (with Cyrillic and Latin script) and in the English language?**
- It is expected that only the name is to be presented with both scripts – Latin and Cyrillic. Please see the previous question and answer.
- c) The examples of the logo which you have offered, (Nemo, Exploratorium...) show that “popular name” stands next to the sign and the official name, next to others. Under point 4 in the Competition, it is stated that the visual identity, is based on the popular name and sign? If this is correct, then the previous competition requirement (regarding the Latin and Cyrillic script) makes no sense. An internationally recognized name must be in the English language, but if the official name is in Serbian, then a mix up is made, which is not good. This means a new requirement which is that the sign, popular and formal name are all used together, whether in English or in the Serbian language. Could you please clarify this for me.**
- It is expected that only the name is to be presented, with both Cyrillic and Latin script (for example EUREKA / EYPEKA). It can be a word, a sign, a letter of the Serbian or other alphabet.

7.

- a) On your website, the following is stated, under the submission for the proposals: “Submitted proposals are those which you have uploaded the last, before the competition deadline”. Does this mean that I can submit only one proposal because I have not found an explanation in the Competition Brief?
- A participant can submit more than one proposal for the Competition. It suffices that each proposal is registered under a different title. If a participant wants to change a submitted proposal, s/he has to resubmit it under the same name. If you have any dilemmas or problems regarding this, please, contact us at +381 (11) 2400 260.

8.

- a) I punch in the username and the machine sends me the application form? What should I do?
- Kindly contact us at +381 (11) 2400 260.

9.

- a) I am interested to know if only individuals can participate or a team as well?
- It is possible to participate as a team. You can also submit only the name of the team/company representative.

10.

- a) Does the credo need to be in the English language?
- It needs to be in English because the jury is international, but it can be in Serbian with an English translation.

5.1 Brand Characteristics

Mandatory Competition Delivery for category

BRAND CHARACTERISTICS:

- Brand Philosophy explanation, by means of:
- Brand Wheel (or any other mean of depicting brand values etc).
- Brand Strategy, based on CPS' three target audiences.
- Culminating in:
- BRAND CREDO, in form of creative copy execution, in English.

A brand credo is a statement that clarifies the philosophy of the brand and sets the tone for creative communications.

A brand credo is NOT a communication proposition, i.e. a “campaign slogan” targeting the consumer, that can be changed with each campaign or action.

The brand credo should explain to all CPS stakeholders alike, especially to the internal audience of CPS’ own employees, partners and supporters, what it is all about, what is its big and unique message.

It should ideally work well with the new popular naming, creating, together with the perfectly executed logo design, the holly trinity of CPS’ new branding, that then only awaits to be applied across all media.

Example:

**NEW ART NEW IDEAS,
by the NEW MUSEUM NEW YORK**

In this part the brand credo needs to be translated into English.

11.

a) We are not entirely clear on the 5th point, i.e., the electronic identity because it is stated at the end that it needs to be on a single A4 page, and in the fifth point, it mentions music and animation.

- Please the answer to question 2 c.

b) Also, the descriptive elements regarding the design of the logo are placed at the same a4 page, but it does not state what language they need to be written in?

- All descriptions need to be in the English language, because of the international jury.

12.

a) Is there additional documentation which is mentioned in the Competition Announcement, besides the one in the Competition Brief in PDF?

- No, there is no any additional documentation.

b) Can you explain what is exactly meant by “three-dimensional identification of the space”?

- What we had in mind is a 3D rendering of the building of the Center for the Promotion of Science or its parts (planetarium, garden, auditorium, exhibition space, laboratories etc.) or their associations.

13.

I have a couple of technical questions regarding the Competition. To avoid confusion regarding the terms, please explain to me what is meant by the following points of the Competition:

a) Basic symbol (do you mean the logo, part of the logo, something specific in terms of the logo or do we have the right to choose between a logo and a symbol?)

- This can be a part of the building, a mascot or the logo itself, it is left to the author to decide for him/herself.

b) The public signs regarding the Center outside and inside (it is clear what is meant by information signs inside the building, but what is meant by “about the building”, is this in the immediate vicinity of the building or info signs around the city, or signs which point in the direction of the building?)

- These can be street signs, directional signs, signs on the roads and sidewalks as well as info posts. It is up to the author to offer suggestions.

c) Elements of space identity, internal communication and communication with coworkers and partners (please clear up the difference between signs for information and elements of space identity, and give an example).

- Signs for information can be signs, street signs, info tablets and posts, etc., while the elements of space identity are parts of the Center: planetarium, auditorium, laboratories etc.

d) What is meant by internal communication and communication with partners. Please offer examples.

- Internal communication implies communication among the employed and those engaged in the Center (volunteers, guests), while communication with partners implies communication with scientific institutions, authors of exhibitions, sponsors, other Centers, etc.

e) Does the proposal have to be written with Cyrillic or Latin script?

- The proposal needs to be submitted in English, while the logo needs to be written with Cyrillic and Latin script.

f) Can additional brand elements be suggested (more than envisioned by the competition)

- Yes, you may suggest additional brand elements.

g) Is there a prescribed form for the submission (for example, if it is sent in the PDF format or Word document, are there limits as to the margins, font, title page, content, and other)?

- The proposal needs to be submitted in the PDF format, in English. There are no other requirements in technical sense.

14.

a) In order to present my concept for the Brand solution for your Center, I need a 3D presentation of the winning design for the building (max, autocad RD) – naturally, if that is possible?

- The complete architectural design of the Center for the Promotion of Science (which indeed is the extent of the material which we can offer) can be downloaded by clicking on Architectural Project of the Center on top of the website www.cpn.rs.

b) If indeed it is not possible to have 3D rendering of the building, then is it possible to have photographs from all four sides?

- Please see the previous answer.

15.

- a) **Is the maximum size of the proposal definitely 5MB only?**
- Yes, the maximum size of each proposal must be up to 5MB.
- b) **Is it only possible to upload them onto the website or does it work, to provide a download-link from our own server?**
- The only way to present your proposals is to upload them onto website www.cpn.rs
- c) **How should video-files be proposed? Embedded as part of the PDF?**
- The entire proposal should be in PDF format, including video files.
- d) **Will material such as a video etc. be shown to the jury or will the PDF-proposal only be printed and handed out to them?**
- All proposals will be presented to the jury in electronic form.

16.

- a) **Is it allowed to propose two or more "popular" names for the Center for the promotion of science i.e., is it allowed permissible to give several popular names within one graphic solution?**
- Yes, it is allowed to give more 'popular' names for the Center for one graphic solution.

17.

- a) **Should only popular name (eg. TEHNORAMA) be next to the logo of the Center (point 3) or the popular name and the official name together (eg. TEHNORAMA - Centre for Promotion of Science, Republic of Serbia)?**
- Please, see answer to question no. 2 d)
- b) **What do you mean by a metric scale? Is it a scale bar? And in what context this scale is used and for what purpose? Please, quote in which of the requested 5 points the metric scale is to be used.**
- The metric scale is to be used wherever it is necessary to show a particular dimension. For example, the size of the name plate, at the entrance of the Centre. Dimensions should be shown in the measurement unit - meter, not in inches.

18.

a) Please could you clarify the following sentence from the Competition Brief, Page 13 Competition requirements,: "The use of metric scale is mandatory." What does "use of metric scale" specifically mean?

- See answer to question no. 17 b)

a) Does it mean that in each example I should also specify the relationship between the graphic illustration and its effective application?

- No, you don't need to specify the relationship.

19.

a) Do the graphic elements include memos, business cards, seals, etc., while the three-dimensional elements: mascots, T-shirts, key chains, etc.?

- It is up to the author to decide how to present the elements of visual identity, as well as to suggest their applications. Examples which you quote represent one of the possible solutions. It is also desirable to propose a solution for the space of the future building of the Center, actually the signs outside and inside the building informing visitors about functions and programs.