

**RESPONSES TO PRESENTLY ASKED QUESTIONS  
REGARDING THE BRANDING COMPETITION OF THE  
CENTER FOR THE PROMOTION OF SCIENCE**

1.

**a) A company plans to submit a proposal, would please inform us what documentation is needed to participate in the competition.**

- All that is needed is to register and send the application for the competition. All needed information, as well as the application form can be found at the website [www.cpn.rs](http://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 that 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](http://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 see the material at [www.cpn.rs](http://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 video are also options for presenting the brand. If your submission is in this form, you can submit it in PDF format which allows for the introduction of music. You can get more detailed information at the website [http://www.adobe.com/education/resources/hed/instructional/connect/collaborative\\_teaching/pdfs/insert\\_rich\\_media\\_PDF.pdf](http://www.adobe.com/education/resources/hed/instructional/connect/collaborative_teaching/pdfs/insert_rich_media_PDF.pdf) Concrete examples of point 5, you can see in the segment "EXAMPLE" of the "Competition Brief".

- d) **Can you please tell me, if in addition to the symbol of the Center needs to be provided a popular name and full name “Center for the Promotion of Science”? (as far as I understood, the symbol needs to be incorporated with both titles?)**
- The competition brief demands 5 graphic elements 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 Center for the Promotion of Science.
- e) **I tried registering at your website, but did not succeed, it stated that an error occurred.**
- If you keep on having problems with registering, we kindly ask that you contact us at +381 (11) 2400 260.

**3.**

**I read the announcement for the competition of 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 the other required elements of the competition can be in written form. The level of technical description/presentation won't effect 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 announcement of the competition under the heading “Competition requirements”. Regarding a further level of technical presentation of the competition submission, it is up to the author. In that regard, the logo needs to be presented in detail, as the final solution, while the 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's 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, to show its capacity for being animated, for web

and other means of use. Sound is offered as an example, so that the authors can have that modality at their disposal as well. The detailed development of the chosen (awarded) design, is expected only in the subsequent phase, during the development of the Brand Book.

**b) I am also unclear because the documentation is required in 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 that you explain to me in more detail what is the expected level of execution of each of the 5 parts of the competition.**

- More detailed information about each of the 5 elements can be found in the “Competition Brief” as well as examples of solutions. We kindly ask as well, that you look at the 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 that you inform us if the right of participation at the : **BRANDING COMPETITION** of the Center for the Promotion of Science, Belgrade have only individuals or companies as well?**

- The right of participation at the competition for the design of the brand of the Center for the Promotion of Science have both legal and natural entities.

6.

**a) As far as I understood, the whole presentation and submission need to be in English, but it is not stated anywhere if the “popular name” of the center needs to be in English or Serbian. It is my opinion that 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 that you clear this for me.**

- The popular name needs to be both in Latin and Cyrillic script, and it can be in the Serbian language, it can be an acronym, a letter, it can be international, as in the examples of the “Competition Brief” (EUREKA for example). It is left to the participants in the competition to suggest a popular name for which they think is suitable, acceptable and recognizable, both nationally and internationally. In that 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 international visitors to the Center.

**b) For the official name it is clear because it needs to be in Latin and Cyrillic script – which means in the Serbian language. Or there is an exception here as well, meaning that the name needs to be offered in the Serbian language (Cyrillic and Latin) and English language?**

- It is expected that only the name is presented in both scripts – Latin and Cyrillic. We kindly ask that you look at the previous question and response.

**c) The examples of the logo which you offered, (Nemo, Exploratorium...) next to the sign stands the “popular” and next to others the official name. Under point 4 in the competition, it states that the visual identity, is based on the popular name and sign? If this is correct, then the previous requirement of the competition (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 than a mix up is made which is not good. That means a new requirement which is that the sign, popular and formal name are all used together, whether in English or Serbian language. Could you please clear this up for me.**

- It is expected that only the name be presented in both Cyrillic and Latin (for example EUREKA / EYPEKA). It can be a word, a sign, a letter of the Serbian or other language.

7.

- a) **It states at your website at the submission for the proposals “Submitted proposals are those which you have uploaded the last, before the dead line of the competition” does this mean that I can submit only one proposal because I did not find 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, we kindly ask that you 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 only submit the name of the representative of the team/company.

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 than 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 5<sup>th</sup> point, or that is, the electronic identity because it states in the end that it needs to be on a single a4 page, and in the fifth point it mentions music and animation.**

- Please look at response 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 Announcement of the Competition besides the existing Competition Brief in PDF?**

- No, additional documentation does not exist.

**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. So that there is no 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 hold 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/her self.

**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 co workers and partners (please clear up the difference between signs for information and elements of space identity and give some 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 subsumes communication amongst the employed and engaged in the Center (volunteers, guests) , while communication with partners subsumes communication with scientific institutions, authors of exhibitions, sponsors, other Centers etc.

**e) Does the proposal have to be written in Cyrillic or Latin?**

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

**f) Can additional brand elements be suggested (more than is 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 being sent in 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 PDF format, in English. Other requirements in a technical sense do not exist.

**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, auto cad 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](http://www.cpn.rs).

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

- Please see the previous response.



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](http://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.