

COMPETITION FOR THE LOGO OF THE REGIONAL BRAND OF EASTERN SERBIA "BALCANICA SUPERIOR"

We are inviting all interested to participate and submit their works for the competition for design of the logo for regional brand of Eastern Serbia "Balcanica Superior".

ABOUT REGIONAL BRAND OF EASTERN SERBIA "BALCANICA SUPERIOR"

At the end of the year 2016 RARIS - Regional Development Agency Eastern Serbia launched a series of activities aimed to establish a regional brand of Eastern Serbia, which will be used to denote products and services in our region. The aim of Regional brand of Eastern Serbia, is to make possible for the consumers and tourists to know that by buying local products and using local services they contribute to the development of economy and tourism in Eastern Serbia. By marking the products and services with the regional brand, information to the customers is transmitted that products/services fulfils the certain level of quality and that the product/service originate from a particular area. Regional brand, in visual terms, is the stamp (mark) consisting of the name "Balcanica Superior" and graphic with whom the product is marked and which is the subject of this call

The name "Balcanica Superior" was chosen in a public competition which was conducted in the period 12.01.-12.02.2017. During the competition we have received 229 proposals from 134 participants.

The main advantages of branding are:

- Differentiation of manufacturers and service providers from the Eastern Serbia from manufacturers and service providers from competing regions;
- Significantly higher visibility of branded products and services;
- Better promotion of producers or service providers with minimal additional costs;
- Benefit from the publicity which will the regional brand have;
- The growth of demand for products and services from the region, in response to the globalization of production and supply;
- Better cooperation with large retail chains and the possibility of selling through specialized stores, or clearly marked sections in major retail stores...

Bearing in mind the markets for the products and services from Eastern Serbia, the existing reputation and demand for products and services, and to what extent there is a link of consumers with the region (emigrants, tourists, etc.), which consumers are willing to pay the price for regional products, it is recommended that the first phase of branding include the following products / services:

- Accommodation services in tourism (hotels, motels, households in rural tourism, mountain lodges ...)
- Preparation and serving of food and drinks in tourism (restaurants, fast food restaurants, cafes, bars ...)
- Manufacture of food and beverages (industrial processing of fruit, vegetables, meat, confectionery, wine, spirits, cheese and dairy products, etc.)
- The production of other industrial and craft products that can have a clear regional character (eg. Wood products, etc.).

THE MEANING OF THE LOGO

Communication of the regional brand of Eastern Serbia "Balcanica Superior" with the public will be realized through visual identity, which should be distinctive and which will serve to make products or services easily recognizable and differentiated from the competition. Logo "Balcanica Superior" should be a simple, recognizable and memorable, it should illustrate and highlight the most significant characteristics of the regional brand and it should be suitable for the labeling of the services or products.

LOGO DESIGN REQUESTS

- Design (graphic, pictorial) should be modern (considering characteristics, graphic symbols, colors, and their mutual communication), and it should, among other things, but not necessarily, reflect the spirit of authentic geographical area of Eastern Serbia.
- The design of the logo should be easy to recognize and identify in the country and abroad, and not to insult or acts offensive to any citizen and / or a state or organization.
- The design of the logo should contain graphic elements and characters (text part). Text items should contain only the brand's name "Balcanica Superior" without quotes. In the text part of the logo it is necessary to choose the font, which is easy to read.
- With respect to a geometric shape there is no any specific limitations, except for the general limitation - the drawing cannot be vulgar, objectionable or restricted, or similar to an existing logo. It should be available to be registered within Intellectual Property Office. The size and shape must enable everyday use and application in various situations, such as official correspondence (for example, printing on the memo), the media presentation (to be suitable for printed materials such as posters, stickers, brochures, video material etc.), production of publications, souvenirs, as well as for the labeling of products (printing on packaging, labels, etc.), and marking objects that provide services (installation of the boards and the like.)
- The symbol (logo) should be suitable for display in color and in black and white (grayscale) variant without strain or distortion.

COMETITION'S CONDITIONS

- The competition is open to all legal and natural persons.
- The competition will have two phases. In the first phase, which is the subject of this call, competitors should submit the preliminary idea, which may be in the form of

drafts, with a smaller or larger degree of details and for which is possible, but not necessary, to deliver the variants of the application and implementation. In a second stage, the draft will be finalized in accordance with the requirements of RARIS. Also, for the selected idea, in the second stage, the winning author will be required to deliver in vector format, with variations and display examples of implementation on various surfaces, objects, memos, etc.

- Please send your work preferably in vector format (svg .ai .eps .cdr .pdf) or any other graphical format (.jpg, .tif, .bmp, .png, ...). The document should be in CMYK (full color) format, with a minimum of 300 dpi, and preferably at least 15 cm of size (diagonal). If the logo is submitted in vector format, the text part must be converted into curves. For color, the accurate color in CMYK or PMS (Pantone Matching System) codes should be submitted.
- Proposals should be sent by email. Size of attached files should not exceed 3MB. If the file is larger than 3MB, do not send it as an attachment, but use some of the available cloud services and send just a link to a file.
- Together with the application, it is necessary to submit personal information - name, address, phone number and e-mail address
- With the preliminary design it is desirable to give a brief explanation and description of the technical solutions.
- This competition is open only for the original works, which are not used elsewhere in the public for any purpose. Also, participants needs to guarantee that no one else does not claim any rights to the idea, which could be obstacle to RARIS to acquire all the rights on the logo. Otherwise, all the obligations that might arise from claims by third parties will fall at the expense of the author, and it will be automatically eliminated from the competition.
- Received proposals will not be returned.

HOW AND WHEN TO SEND THE PROPOSALS

The deadline for submission of proposals is 22.06.2017.

Proposals should be sent to email: regionalnibrend@raris.org,

THE JURY AND THE AWARD

The jury, which will RARIS form will choose the best proposal. The proposal that is selected will be awarded with RSD 30,000.00 (gross).

THE RIGHTS OF RARIS AND THE PARTICIPANTS IN THE COMPETITION

The award-winning proposal may (but not necessary) be used for the official logo of the regional brand of Eastern Serbia. RARIS reserves the right not to award a prize. In this case, RARIS will not use any of the submitted proposals as the logo for a regional brand. If the

winning proposal is fully adequate, RARIS will use it for the official logo of the regional brand of Eastern Serbia.

Winner will sign the contract with RARIS which will transfer the right of the use of the logo to the RARIS and which will define the conditions of the final form of logo.

All questions should be submitted to RARIS by the e-mail regionalnibrend@raris.org not later than 13.06.2017.

Answers to all questions will be published on the RARIS website before the 16.06.2017.

22.05.2017.

Director,
Vladan Jeremić