

## Annex 1B to the Competition Regulations

### The scope of Stage II of the Competition

Following the selection of 5 designers / design studios, we would like to arrive at a presentation that will allow the Awards Committee to choose the suitable designer / studio to carry out a further project.

In the second stage we expect the following:

- a. proposed logotype of the Warsaw Ghetto Museum
- b. implementation of identification / KV on a business card as an example
- c. implementation of identification / KV on a poster for the Museum as an example

Any other possible elements, proposed by the designer / studio in the second stage, are voluntary. Also, the form of the design presentation – as long as it is digital - is up to the designer / studio.

The above-mentioned materials are priced at PLN 2,500 net, in accordance with point 4.1 of the Competition Regulations.

### Full scope of the commission

#### Logotype

We expect the following as part of the logotype design:

1. a complete verbal and graphic sign for the Warsaw Ghetto Museum in Polish and English (the English name is Warsaw Ghetto Museum)
2. a symbol design
3. proportions of the image – allocation on a grid
4. adjustment of typeface which does not require an additional paid licence and is available for commercial use without additional fees and substitute typeface from a relevant family (such as Google Fonts / Set available in the Microsoft software) – comprehensive consulting on fonts, their use and licensing

5. preparation of file formats: EPS / PNG / PDF / SVG in a full, abridged, vertical and horizontal versions; relevant description of the use of each type of file for technical / production applications
6. preparation of a colour version in each file format (RGB / CMYK / Pantone), monochromatic and achromatic, with a description of their use for specific productions
7. brandbook for the logotype

## Basic materials of the brand

1. business card, including: selection of paper and printing technique and delivery of files in such a way that future reprints can be made as smoothly as possible
2. letterhead – for printing – selection of paper / way of printing, preparation of delivery schedule and optimization of paper ordering on an ongoing basis
3. letterhead – defined Word / digital form – indication of a relevant use of a defined document (title page, following pages, indentation styles and character styles)
4. folder – defining paper / material and way of making, selecting printing technique / defining necessary number of copies and budget level
5. envelopes – stipulating information on an envelope (including permanent information), formats of envelopes and way of filling printing area
6. exhibition display – defining the size and production method
7. roll-up - defining the size and production method
8. email signature
9. layout of invitation to events' card
10. layout of a press release with inserted image
11. collecting all materials into one manual and delivering the files

## Brand gadgets

Each time: suggestion of a gadget, selection of technique, selection of producer, preparation of production materials.

1. magnet
2. pin
3. signage of a planner

## Key visual

Preferred software: Indesign. Matters to be taken account while making materials for key visual:

- creative concept – examples of projects
- creative description – how will the work look with designed and further materials
- construction description
- delivering files correctly defined in Indesign for further work (defined page patterns, indentation styles, character styles, grids)

## A KV set includes:

1. sample poster – example of a poster, proportions, way of preparing subsequent materials, idea for preparing a poster, allocation of information, production method – event poster (with B1 / B2 / A3 as the target formats)
2. sample DL flyer / leaflet – 4 pages – layout and make up of one flyer with the subsequent transfer of a master copy and an open file
3. sample of folder cards – 4 pages designed according to delivered material, with the subsequent transfer of a master copy and an open file
4. design of a calendar, a „head” for the wall calendar (finally - one project)
5. design of a citylight
6. sample of a Social Media post – size, proportions, ways of application
7. design of an on-line banner

The above materials are priced at PLN 35,000 net (Grand Prix award) according to point 4.2 of the Competition Regulations.