

## **PUBLIC INTERNATIONAL COMPETITION**

for choosing a unique conceptual and visual solution for the logo of the national public broadcaster Radio and Television of Montenegro and organizational units

### **1. Subject of the Competition**

The subject of the Competition is a unique conceptual and visual solution for the LOGO of Radio and Television of Montenegro, as well as sub-brands and television and radio channels and online platforms. The subject of the Competition is also part of the visual identity achieved through individual applications.

Below, to make it clearer:

- LOGO of Radio and Television of Montenegro (RTCG)
- It is necessary to create a unique conceptual and visual solution for the LOGO of the First TVCG program, the Second TVCG program, the Third (Parliamentary program of TVCG) and MNE (Satellite channel) of TVCG
- It is necessary to create a unique conceptual and visual solution for the LOGO of the First Program of the RCG and Radio 98
- It is necessary to create a unique conceptual and visual solution for the LOGO of the MMC (Multimedia Center) and OTT (Over-the-top) platform of RTCG named MNE PLAY.

### **2. Name of the Client**

Full official name of the client: **Radio and Television of Montenegro**

Acronym: **RTCG**

### **3. Client**

The advertiser, the organizer of the competition and the client of the unique conceptual and visual solution of the logo (hereinafter referred to as the "Client") is **RADIO AND TELEVISION OF MONTENEGRO**, with its headquarters in Podgorica, Bulevar Revolucije number 19, represented by Boris Raonić, the general director, (hereinafter: RTCG) TIN: 02020220

#### **4. Objective of the Competition**

The objective of the competition is the selection of a unique conceptual and visual solution for the Client's logo with a visualization of its application.

#### **5. Starting points and framework of the competition**

**Identity and values:** The logo should reflect the identity and values of Radio and Television of Montenegro as a national media institution. It is important that the visual solution is recognizable, modern and relevant for a wide audience.

**Recognizability:** The visual identity should be unique and recognizable within the media landscape of Montenegro. The logo should be easy to remember and easily applicable to different platforms and media, including television, radio, digital channels and print materials.

**Aesthetics and creativity:** Logo design should be aesthetically appealing and creative. The use of colors, typography and shapes should be carefully selected in order to achieve a visual impression that corresponds to the character of Radio and Television of Montenegro.

**Adaptability:** The logo should be flexible and adaptable to different formats and sizes. It should look good both on small screens (mobile phones) and on large surfaces (television screen).

**Originality:** Participants are expected to present original solutions that stand out and distinguish from other logos in the media and wider context. Copying or plagiarizing other people's designs is not allowed and may result in disqualification.

**Simplicity and clarity:** The logo should be simple and clear in its composition in order to be easily recognizable and readable. Expressing complex ideas or concepts should be avoided in order to achieve fast and intuitive visual communication.

**Note: These guidelines serve as a framework and guide for creating a logo for Radio and Television of Montenegro, but participants have the freedom to express themselves creatively and present original ideas that align with the goals of the institution.**

#### **6. Formal characteristics of the competition**

This competition is public and open to international participants, and it is not anonymous. Anyone interested can apply, without the need to prove professional status, reputation or experience.

Natural persons and legal entities can participate in the competition if they submit proper tender documentation (hereinafter referred to as "Documentation") in a timely manner.

Members of the competition jury, their companies and/or members of their families and persons related to them, cannot be participants in the public international competition for the creation of a logo for Radio and Television of Montenegro.<sup>1</sup>

The participant can propose several different solutions in separate applications.

The solutions will be evaluated by a seven-member expert jury (hereinafter referred to as the "jury"), which consists of 5 representatives of the visual arts sector and 2 representatives of the client.

The jury will evaluate the solutions based on the established criteria (described in section 8) and make a decision by consensus.

The jury will evaluate the solutions in two rounds. In the first round, the jury will form an unranked list of the most successful solutions that will qualify for the second round. The participants of the second round will have the right to present their solutions before the jury for a maximum of 15 minutes, either live or via the Internet. The presentation of the unique conceptual and visual LOGO solution will be open to all participants of the second round. The date of the presentation will be determined by the jury later, no later than 7 days after closing the first round. In case of organizing the presentation of the unique conceptual and visual LOGO solution via video conference, the jury reserves the right to record the entire event for internal purposes.

The composition of the jury remains unchanged during both rounds of the competition.

The outcome of the competition, i.e., the selection of the three best solutions that are ranked (1st, 2nd and 3rd place) and which are entitled to a prize, will be published on the RTCG website, and the participants will be notified by email. **However, the jury reserves the right not to award any of these three awards.**

**The client reserves the right to request certain technical adjustments to the design from the participant whose solution is ranked first.**

**The participant whose solution is ranked first is obliged to submit the elaboration of the book of graphic standards within 45 days from the signing of the contract.**

**The contract between the client and the participant will contain an exclusive license for the use of the design without space and time restrictions.**

By signing the Agreement, the participant waives all copyright and related rights, in accordance with current legislation.<sup>2</sup>

**By submitting the documentation, the participant accepts all the conditions and propositions of the competition.**

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<sup>1</sup> See attachment 1

<sup>2</sup> See attachment 2

By submitting the documentation, the authors agree to the public presentation of their submitted works for the purpose of promoting the competition, including presentations on social networks, electronic media and exhibitions.<sup>3</sup>

**The languages of the competition are: Montenegrin, languages in official use and the Romani language and English.**

**The client reserves the right to amend the tender documentation until the closing date of the competition, and will inform the public about this in a timely manner on the website of Radio and Television of Montenegro ([www.rtcg.me](http://www.rtcg.me)).**

#### **Information about the author or author team**

**Attach:** name and surname of the author (author team), address, contact phone number, e-mail, gyro account number and name of the bank.

**Originality of the solution:** Attach a signed statement that the project is an original author's work.

### **7. Announcement of the competition and terms**

The competition was announced on **28 August 2023**, by publication on the website of Radio and Television of Montenegro ([www.rtcg.me](http://www.rtcg.me)).

Registration for the competition lasts from **28 August 2023** until **6 October 2023** until 3 p.m. The client is obliged to make a decision within **20 days** from the closing of the competition.

All participants will be informed about the outcome via email.

### **8. Specification of the requested solution**

- The solution must be easily recognizable, with high aesthetic and visual qualities. The solution must be a specific graphic composition of acronyms and the full official name, while solutions for sub-brands of television and radio programs, MMC and OTT platforms should be achieved through typographic additions to the primary logo.
- The logo solution should reflect the framework of the competition both sensually and intellectually (point 5).
- Variants of the logo should be provided: positive/negative/color/reduced size.

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<sup>3</sup> See attachment 3

- The solution should be accompanied by a written explanation of appropriate length (maximum 1800 characters).
- The presentation of the solution done according to the author's preference.

Solutions should be submitted in printed form, digitally on a portable medium (USB flash drive), and on paper with a printed link for downloading the materials online in case of technical issues with the portable medium. The digital material must completely reflect what has been submitted in printed form (each file must be provided in printed form, even if its intended use is exclusively digital).

Along with the solution, a manual (horizontal A4 format, single-sided printing) should be attached, which specifies the following principles or basic standards, among others:

- Along with the solution, a manual (horizontal A4 format, single-sided printing) should be attached, which specifies the following principles or basic standards, among others:
- Basic logo and logo with the full official name
- Construction of the basic logo and logo with the full official name
- Minimum space around the logo
- Minimum allowable size of the logo and specifically the symbol
- Solutions for sub-brand logos and logos for television and radio channels and online platforms
- Specification of the color palette
- Primary and secondary typography
- Variants of logo composition and orientation
- Other specific logo variants
- Guidelines for logo usage on different backgrounds
- Characteristics of the logo and specifically the symbol in the digital medium
- Prohibitions
- Other important information, guidelines, and other properties necessary for the correct usage in various forms, materials, media, and contexts

Along with the solution, applications and/or photo simulations, drawings, or sketches of the logo in different usage situations should be provided, such as:

- Programmatic usage (logo position on the screen)
- Official usage in business correspondence and dealings (business card, memorandum, envelope, seal)
- Logo animation storyboard (ident)
- Equipment branding (microphone, camera)
- Fleet branding (transport vehicles, news vehicles)
- Application on promotional materials (flags, t-shirts, caps, desk flags, pens, notebooks, etc.)
- Application on work uniforms and clothing accessories
- Spatial marking in exterior and interior spaces
- Various forms of advertising (ATL, BTL, web)
- Instagram, LinkedIn, Facebook, Twitter page/profile
- Examples of logo application in social media posts
- Mobile application icon with a simulated display on a smartphone
- 3D render of the logo

Prepare the application visualization in a horizontal A4 format document, printed on one side and bound along the longer page.

The manual and applications must also be attached digitally, in high quality PDF format.

## 9. Prize fund

The prize fund amounts to 22,500 EUR gross and is distributed among three payments for three ranked positions:

1st place: 16,000 EUR gross (to be paid upon signing the contract, delivering the logo after any necessary technical adaptations, and the accompanying manual).

2nd place: 4,000 EUR gross (to be paid no later than 30 days after the announcement of the results).

3rd place: 2,500 EUR gross (to be paid no later than 30 days after the announcement of the results).

## 10. Contacts and registration for the competition

For all information contact by email: [info@rtcg.me](mailto:info@rtcg.me)

Participants submit sealed applications by post or in person to the address: **RADIO AND TELEVISION OF MONTENEGRO**, *Bulevar Revolucije number 19, 81000 Podgorica, Montenegro*, with the indication "Logo Competition - DO NOT OPEN!"

Applications must be submitted by **6 October 2023** at 3:00 p.m., at the RTCG archives, V floor, office 516.



**DECLARATION OF WAIVER**

In accordance with the requirements of the public international competition for the selection of a unique conceptual and visual logo design for the national public broadcaster Radio and Television of Montenegro and its organizational units,

**I hereby declare**

that as the author, in the event that I am selected by the competition jury and upon signing a contract with RTCG for the creation of a unique conceptual and visual logo design for the national public broadcaster Radio and Television of Montenegro and its organizational units, I waive all author's rights and related rights to the design, in accordance with the applicable legal regulations.

**AUTHOR**

\_\_\_\_\_  
(Name and surname of the author)

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(signature)



**DECLARATION OF CONSENT**

In accordance with the requirements of the public international competition for the selection of a unique conceptual and visual logo design for the national public broadcaster Radio and Television of Montenegro and its organizational units,

**I hereby declare**

that as the author, in the event that I am selected by the competition jury, I agree to the public presentation of my submitted work for the purpose of promoting the competition, including presentations on social media, electronic media, and exhibitions.

**AUTHOR**

\_\_\_\_\_  
(Name and surname of the author)

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(signature)