

南山区形象标识体系征集评选活动 材料提交要求

Submission Requirements for Nanshan District Logo & Slogan Design Contest

一、作品设计要求

I. Design Requirements

(一) 关于形象标识(LOGO)

(I) About the Logo Design

1. 设计作品应立足南山区的发展定位，深入把握城区精神和城区气质，深度挖掘产业、人文、自然、历史等要素，做到特色鲜明、主题突出、直击人心，以设计的创意和美感，唤起观赏者的认同和共鸣。同时，必须具备显著的独特性和辨识度，易于被不同文化背景人士理解和认同，做到“一看想到、一眼记住”。

1.The design works should be based on the development positioning of Nanshan District, deeply grasp the spirit and ethos of the District, and thoroughly explore key elements such as industry, culture, nature, and history, so as to achieve distinctiveness and carry the key themes to the audience. The creativity and beauty displayed in the design should resonate among the viewers and win their recognition. At the same time, the Logos shall be unique in design and easily understood and recognized by people from different cultural backgrounds, i.e.the Logos can be "understood at first glance and remember after the first look ".

2. 所有提交作品需由中英文及图形设计组合而成，包含三种不同的中英文名称版本的延展应用，分别为“南山 Nanshan”、“深圳南山 Shenzhen Nanshan”“中国南山 China Nanshan”，便于适用于不同场合使用。应征者需注意字体设计过程中的版权问题。

2.All works submitted should be composed of Chinese and English texts and graphic designs, and include Nanshan District 's three bilingual names, i.e . "Nanshan ", " Shenzhen Nanshan " and " China Nanshan ", to accommodate various contexts . Participants should be mindful of copyright issues associated with the font design process .

3. 一组完整的设计作品应至少包含6张图，分别是南山LOGO设计图、三种不同的中英文名称版本LOGO设计图、LOGO与衍生应用设计的效果图。场景化应用设计延展兼具充足的形象表现力和艺术感染力，适用于整体形象组合及多种应用，如城市家具小品、建筑外观、展会展览、路牌标志、宣传资料、数字媒体等其它衍生产品。

3.A complete set of design works should contain at least 6 images, including a Logo design, three different logo designs featuring the three versions of the District's bilingual names,and visual representations of the Logo's application in various settings. The application design should be scenario-based, expressive and artistically impactful, suitable for image collages and multiple scenarios, such as street furniture, architectural facades, exhibitions, road signs, promotional materials, digital media, and other derivative products .

(二) 关于城市宣传标语

(II) About the Promotional Slogan

1. 文案内容积极向上，富有感染力，以宣传口号、创意短句（短语）形式，可采用中文、英文或中英双语结合形式呈现。

1.The content should be positive,uplifting,and engaging. It can take the form of a slogan or creative short sentences (or phrases) in Chinese, English,or a combination of both languages.

2. 可以南山区的自然景观、历史文化、科技创新等为题材，展现城区形象，引发公众情感共鸣。

2.The slogan can be developed based on natural landscapes,history,culture, technological innovation,or other themes related to Nanshan District, showcasing the District's image and generating emotional resonance among the public.

二、作品提交要求

II. Submission Requirements

1. 每位参与者可提交1-3件作品，作品应为未曾公开发表的原创作品并符合法律规定，不得侵犯他人权益。

1. Each participant can submit 1-3 pieces of work. The submissions should be original creations that have not been previously published and comply with legal regulations, without infringing on the rights and interests of others.

2. LOGO设计、宣传标语可分别提交参与。

2. Participants may submit separate entries for the Logo design and the promotional slogan.

3. 形象标识 (LOGO) 作品尺寸为 A4 210mm × 297mm、分辨率不低于400DPI。其他图片文件格式: 如JPEG、PNG、PDF等, 分辨率和尺寸: 400dpi, 3M以内。

3. The size of the Logo should be A4 210mm×297mm, with a resolution of no less than 400 DPI. For other file formats such as JPEG, PNG, and PDF, the file size should be within 3MB with the resolution of 400 DPI.

4. 形象标识 (LOGO) 需提交一份A3的横式排版文件, 呈现 LOGO、3-6张延展图及设计说明 (可参考官方网站征集文章附件. 排版示意图)。作品图片上任何地方均不能出现任何作者或参与机构的相关信息。

4. For the Logo, a landscape A3 layout file should be submitted that presents the Logo, 3 to 6 extension images, as well as descriptions of the design (please refer to the attachment in our official website's competition notice for the sample layout). There should not be any information displayed anywhere on the submitted images or works that is relating to any author or participating organization.

5. 进入终评后作品需进行深化, 以附件PPT形式提报。

5. Further elaboration will be called for entries shortlisted for the final evaluation, in the form of a PPT attachment submission.

三、作品提交方式

III. Submission Instructions:

投稿作品须在《报名表》填写作品的创作思路、理念和含义, 连同《参赛承诺函》一并以邮件方式发送至投稿邮箱: nanshanip@szns.gov.cn (境内投稿)

nanshanip@163.com (全球投稿)

邮件命名规范: 作品类型-参赛者名称-文件格式。

登录深圳市南山区人民政府官方网站:

<http://www.szns.gov.cn/>

关注创新南山微信公众号可下载设计背景参考资料、报名表格以及参赛承诺函。

All participants must complete the "Registration Form", outlining the creative ideas, concepts, and meanings of the artwork. It should be submitted along with the "Statement of Participation" via email to the submission email address: nanshanip@szns.gov.cn (for domestic participants), nanshanip@163.com (for global participants). Please follow the Subject line naming convention: Design Category-Participant's Name-File Format. Please visit the official website of the Shenzhen Nanshan People's Government: <http://www.szns.gov.cn/> to download design background reference materials, the Registration Form, and the Statement of Participation.

四、其他说明

IV. Additional Notes

(一) 获奖前, 拟获奖作品的作者应与主办方另行签订著作权转让协议, 著作权归主办方所有, 主办方有权决定是否最终使用, 有权要求作者或委托第三方对获奖作品进行修改, 有权决定获奖作品的使用场合、使用方式和使用时间, 并可授权任何实体使用, 除获奖奖金外, 不再支付给作者其他费用;

(I) Before receiving the award, the author(s) of the proposed winning works must sign a separate copyright transfer agreement with the organizer, which stipulates that the copyright will be

owned by the organizer, who has the right to decide whether to use the works, request modifications from the author or a third party, determine the usage scenarios, methods, and duration of the winning works, or/and authorize any entity to use them. Other than the award prize, no additional fees will be paid to the author(s).

(二) 主办方不承担参选作品因侵犯他人知识产权而导致的任何责任，相关责任由参评者承担；

(II) The organizer does not assume any liability for any infringement of intellectual property rights in the submitted works. Any related liabilities are the responsibility of the participants.

(三) 奖金个税由获奖者自理；

(III) Winners are responsible for their own personal income tax on the prize.

(四) 参与者应自行保留源文件，如进入获奖名单不能提供源文件，则视为废稿；

(IV) Participants should retain the source files. If a participant in the winning list cannot provide the source file, the submission will be considered invalid.

(五) 凡参与者，均视为同意并遵守以上各条规定；

(V) All participants are deemed to agree to and abide by the above provisions .

(六) 为保证活动的公平公开性，活动由深圳市南山区公证处全程公证；

(VI) To ensure the fairness and openness of the event, the entire process will be notarized by the Shenzhen Nanshan Notary Public Office.

(七) 深圳市南山区融媒体中心保留活动最终解释权。

(VII) Shenzhen Nanshan District Integrated Media Center reserves the right for final explanation of the event.

