附件5 Attachment 5

南头古城形象标识体系征集评选活动

材料提交要求

Submission Requirements for

Nantou City Logo Design Contest

一、作品设计要求

I. Design Requirements

关于形象标识(LOGO)

About the Logo Design

南头古城自东晋咸和六年(公元331年）设置东官郡起，距今已有近1700年的历史，是历代岭南沿海地区的行政管理中心、海防要塞、海上交通和对外贸易的集散地。因此，南头古城也被誉为“粤东首郡，港澳源头”。

本次形象征集作品能体现南头古城岭南重镇、深港同源的文化基因。同时能够与特区精神和改革开放精神相融合，既能体现古城千年的历史底蕴，又能兼具创新和时尚。

Nantou City, tracing its origins to the establishment of Dongguan Commandery in 331 AD during the Eastern Jin Dynasty’s Xianhe era, stands as a living testament to nearly 1,700 years of continuous history. This remarkable site has served as the administrative capital of coastal Lingnan regions, a strategic coastal defense fortress, and a vital hub for maritime trade and foreign commerce. As such, Nantou City is also known as the First Commandery County in Eastern Guangdong, and the cultural Source of Hong Kong and Macao.

The submitted designs must embody Nantou City’s distinctive cultural identity as both a strategic Lingnan stronghold and the shared ancestral origin of Shenzhen-Hong Kong heritage. The designs must effectively integrate the pioneering spirit of China’s Special Economic Zone with the transformative legacy of Reform and Opening-up Policy, while simultaneously showcasing the Nantou City’s profound historical legacy spanning nearly two millennia and demonstrating contemporary innovative vision with modern aesthetic sensibilities.

二、作品提交要求

II. Submission Requirements

1、每位参与者可提交1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 piece 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、形象标识（LOGO）原图文件作品尺寸为A4 （210mm×297mm）、分辨率不低于400 DPI。其他图片文件格式:如JPEG、PNG、PDF等，分辨率和尺寸:400 DPI，3M以内。

2. The source file for the logo must be created at an A4 size (210mm x 297mm), with a resolution of no less than 400 DPI. Any supplementary image files (e.g., JPEG, PNG, PDF) must have a resolution of 400 DPI and a file size under 3 MB.

1. 作品需附上500字以内的设计说明；含理念、色彩释义、应用场景构想等。
2. Design submissions must include a ≤ 500-word explanation covering concept, color symbolism, and application scenarios.

4. 形象标识（LOGO）需提交一份A3的横式排版文件，呈现LOGO、3张延展图及设计说明（参考附件3，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 extension images, as well as design description (please refer to the Attachment 3 for a sample layout). Submitted files (images and layout) must not display any information identifying the author or participating organization.

三、作品提交方式

III. Submission Instructions

投稿作品须包含以下：

1.《报名表》（填写作品的创作思路、理念和含义）

2.《参赛承诺函》

3.形象标识原图文件

4.排版文件（参考附件3）

一并以邮件方式发送至投稿邮箱：ntgc\_logo@sina.com

邮件命名规范：logo-参赛者名称-文件格式。

All participants must complete the

1.《*Registration Form*》（outlining the creative ideas, concepts, and meanings of the design）.

2.《*Statement of Participation*》

3. Logo Source File

*4.* Layout Document (Reference: Attachment 3)

via email to: ntgc\_logo@sina.com.

Please follow the Subject line naming convention: logo–Participant’s Name–File Format.

四、其他说明

IV. Additional Notes

1、获奖前，拟获金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。

1. Before receiving the award, the author(s) of the proposed gold award-winning work 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 winning author(s) or a third party, determine the usage scenarios, methods, and duration of the winning works, and may authorize any entity to use them. Other than the award prize, no additional fees will be paid to the author(s).

2、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。

2. 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.

3、奖金个税由获奖者自理。

3. Winners are responsible for their own personal income tax on the prize.

4、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。

4. Participants should retain the source files. If a participant in the winning list cannot provide the required source files, the submission will be considered invalid.

5、凡参与者，均视为同意并遵守以上各条规定。

5. All participants are deemed to agree to and abide by the above provisions.

6、深圳市南山区南头街道办事处保留活动最终解释权。

6. Nantou Sub-district Office reserves the right of final interpretation regarding this event.