

## NOTICE OF COMPETITION AND RELATED RULES FOR THE CREATION OF A LOGO/BRAND AND VISUAL IDENTITY OF THE EUROPEAN CAPITAL OF CULTURE NOVA GORICA - GORIZIA 2025

**SMARTCIG Z6832B231D**

### 1. PROMOTER OF THE COMPETITION

The European Group of Territorial Cooperation “Territorio dei comuni: Comune di Gorizia (I), Mestna občina Nova Gorica (Slo) e Občina Šempeter-Vrtojba (Slo)” / “Območje občin: Comune di Gorizia (I), Mestna občina Nova Gorica (Slo) in Občina Šempeter-Vrtojba (Slo)”, with its registered seat in Gorizia (Italy) at via Cadorna 36, hereinafter referred to as EGTC GO is a legal entity governed by Italian public law, based on Regulation no. 1082/2006/EC of 5 July 2006 of the European Parliament and Council and on the Italian Law n. 88/2009 (Provisions for the Fulfilment of Obligations Deriving from Italy's Membership of the European Communities - 2008 Community law). EGTC GO was established to promote cross-border cooperation between municipalities in the areas of and surrounding the cities of Gorizia in Italy, and Nova Gorica and Šempeter-Vrtojba in Slovenia.

EGTC GO is a body governed by public law whose public nature has been expressly recognized with the registration, pursuant to art. 1 of the Prime Ministerial Decree of 6 October 2009, in the EGTC Register at the Presidency of the Council of Ministers of the Italian Government - Department for Regional Affairs (registration n. 3 dated 15 September 2011 and subsequent amendments dated 17 February 2014).

EGTC GO is the coordinator, organiser and manager of the projects and events outlined in the Bid Book by which Nova Gorica - Gorizia won the title of European Capital of Culture for 2025. The project's theme is "GO! Borderless ", as the title given to the Bid Book, containing both the general rationale of the project and its sub-themes and main projects (<https://issuu.com/go2025/docs/go2025eng>).

EGTC GO intends to launch a competition aimed at acquiring a winning proposal for the logo and the visual identity to be used as a distinctive symbol of the Go! Borderless ECOC project by the EGTC GO itself, by the Javni zavod GO!2025 as well as by other subjects that will be identified by the EGTC GO, in line with the provisions of this Call, governing the terms and conditions of the Competition itself.

### 2. OBJECT OF THE COMPETITION AND CHARACTERISTICS OF THE LOGOTYPE / BRAND

#### 2.1 - What is the European Capital of Culture

The European Capital of Culture is a project of the European Commission that has taken place every year since 1985 and involves two cities from two states of the European Union selected by an independent jury within national competitions. In 2025, in addition to Nova Gorica and Gorizia, the German city of Chemnitz will also be bearing the title.

## 2.2 - What is the theme of Nova Gorica - Gorizia 2025 / GO! Borderless

The theme (slogan) of the European Capital of Culture 2025 is **GO! Borderless**, which embodies our desire to create a city without borders. Nova Gorica and Gorizia overcoming together all kinds of "borders": two cities divided by the wars of the twentieth century, united by close collaboration and friendship, have set themselves an ambitious goal: to become the European Capital of Cross-border Culture. The central space of our cooperation is the shared square between the two cities: Piazzale della Transalpina / Trg Evrope, where the symbolic and physical space of the meeting takes place. It is the central venue of our cultural and artistic programme, where a programme, entitled EPICenter or "cultural earthquake" is to take place as a symbolic point of contact that for decades was divided by a national border and today aspires to become a symbol city of Europe.

The project is intertwined and completed by the following sub-themes:

**Epic** A new physical and virtual exhibition space in a building straddling the border will host a unique exhibition that will encourage the public to reflect not only on historical events, but also on current issues, human rights and European values.

**Go! Europe** speaks of places of memory and new arrivals, of how we can look at each other without looking the other way, of how together we will open new horizons, get closer and focus on a future without borders.

**Go! Share** speaks about all our languages, our communication codes, as well as about passive bilingualism.

**Go! Green** emphasizes greenery, sustainability, the promotion of local food and wines, linking culinary traditions, thinking about our health and well-being in Europe.

## 2.3 - Object of the Competition

The object of this Competition is the study and creation of a new logo / representative brand that clearly summarises the theme inspiring the event, and which serves as a launching platform and distinctive sign for all activities of the European Capital of Culture project with particular regard to identity and communication. A logo / brand that must be original, innovative, inclusive and "borderless", as the new European capital of the two cities on the border is striving to be original, innovative and inclusive. The visual identity shall be able to address everyone in a clear and engaging way, transferring a positive and modern approach to the great theme of European culture.

## 2.4 - Key concept for the graphic and visual interpretation of the theme GO!

### Borderless

The meaning of the slogan "Go! Borderless" represents an innovative concept of culture built collectively, and available to all to be realised in an exemplary and unique place like the intertwining of the two cities of Nova Gorica and Gorizia. We would like to develop an artistic vision that will be able to activate all the deep potential of our people, places, languages and cultures. Full of energy and ready to say: GO! Borderless, we want to promote cultural production as a boundless heritage of humanity, promote a multicultural environment, traditions and cross-border cultural, wine and gastronomic tourism.

We strive to integrate all human resources, heritage and knowledge to promote a cultural production that knows no borders and is linked to the fundamental values of European culture, proposing - like all European Capitals of Culture - the promotion of European culture as a common value and heritage.

The key words of reference for the design of the logo / brand and the visual identity are boundlessness, creativity, passion, collaboration, community, future.

The logo / brand must express coexistence, boundlessness, community.

The chromatic component, the palette must include the **turquoise** as the natural and peculiar characteristic colour of the Soča River.

## 2.5 - Elements to be produced

The following elements underlying the development of the logo / brand and the visual identity are therefore:

1. Logo / Brand, that consists of:
  - a. Brand name / wordmark: GO! 2025 Nova Gorica • Gorizia
  - b. Symbol / pictorial mark
2. Primary tagline: **Go! Borderless**
3. Primary tagline (variant): **#GoBorderless**
4. Secondary taglines: **Go! Europe, Go! Green** and **Go! Share**
5. Building names: **Epic**

The **Brand Guidelines** shall be drawn up **in English** with the following contents:

- i) Logotype
  - (a) Horizontal // coloured positive
  - (b) Horizontal // coloured negative
  - (c) Horizontal // black & white positive
  - (d) Horizontal // black & white negative
  - (e) Vertical // coloured positive
  - (f) Vertical // coloured negative
  - (g) Vertical // black & white positive
  - (h) Vertical // black & white negative
  - (i) Logotype construction
  - (j) Logotype horizontal and vertical clear spaces
  - (k) Logotype correct and incorrect uses
- ii) Typography (all SL, IT and EN characters must be available)
  - (a) Primary
  - (b) Secondary
  - (c) Tertiary (if needed)
  - (d) Digital (can be same as Primary, Secondary or Tertiary)
- iii) Colour scheme (must be UI friendly)
  - (a) CMYK
  - (b) RGB
  - (c) HEX
  - (d) Pantone
  - (e) RAL

- iv) Digital and Print material
  - (a) Business cards
  - (b) Letterheads
  - (c) Emails
  - (d) Newsletters
- v) Application on promotional material
  - (a) T-shirt
  - (b) Flyer
  - (c) Poster
  - (d) Water bottles
  - (e) Stickers
- vi) Campaign creative application examples
  - (a) Magazine AD
  - (b) Social Media post
  - (c) Billboard
- vii) a brief description of the project proposal in English outlining its meaning, logic and communicative intent (max 600 characters, spaces included).

**The Brand Guidelines must not violate the requirement of anonymity by using symbols, signs or other identifying elements, or it will be excluded from the Competition.**

## 2.6 Additional technical features

The logotype / brand, slogan and other required elements need to be:

- new, distinctive, original;
- recognisable and reproducible in colour, black and white, and both large and small formats;
- usable and adaptable to the two official languages (Slovenian and Italian) of the candidacy and in any case also adaptable to an English variant;
- usable in at least two different variants, to make a clear distinction between the institutional and the commercial use of the elements;
- versatile and applicable, while maintaining their identity and recognisability on various materials and formats other than the typical examples of use of the visual identity (e.g.: letterhead, envelopes, etc.), in other types of communication (e.g.: posters, brochures, web, TV, etc.) and merchandising (e.g.: pens, t-shirts, etc.). The above list of materials is given as an example and it is not exhaustive;
- representing a distinctive shape that can provide the basis for the creation of merchandising and three-dimensional items;
- having all the characteristics and requirements to be validly registered as a recognisable brand name of a European Capital of Culture.
- convincing so that the target audience may adopt it with enthusiasm and thus contribute to a sense of belonging to the territory;
- immediately recognisable

### 3. TYPE OF COMPETITION AND THE AWARD

This Competition will be carried out with the collection of anonymous bids and is aimed at subjects in possession of the requirements referred to in point 4) below. Participants will be asked to send in anonymous bids, which means that their proposals (Brand Guidelines) must not contain any reference, description, sign or identifying symbol that may disclose the identity of the bidder and/or author of the creative proposal or will be excluded from the Competition.

No fees or taxes are required to participate, and the Competition is open to all subjects having the requisites referred to in Article 4) of this Call.

The competitor ranked number 1 in the selection will receive an award of €10,000.00 (ten thousand euros). Once the designation has become effective, the award will be paid to the winner upon issue of a regular invoice or equivalent document. The prize is intended gross of any withholdings, i.e., inclusive of taxes and any other contributions and is considered to be remuneration for professional services.

With the payment of the award, EGTC GO shall acquire the ownership of the creative proposal. The winner of the Competition must provide the project on digital support in all required versions and in vector format to ensure maximum versatility of use (editable with Adobe Illustrator CS4 or later software), in .eps, .ai and .pdf formats. The original file must have open layers.

If the winning proposal has been submitted by a consortium, the award will be paid to the leading subject of the consortium. All the members of the consortium will receive a celebratory certificate of participation.

Should the Selection Committee not find any of the proposals suitable, the award will not be given, and nothing will be due to the participants.

### 4. PARTICIPATION REQUIREMENTS

The following types of organisations are invited to participate:

- a) graphic-design and/or advertising / communication companies or studios;
- b) graphic designers, designers and architects who can prove they operate as freelancers;
- c) graduates from public and private post-diploma or university-level training schools of fine arts, graphics, design or communication under thirty years of age.

Each competitor must fulfil at least one of the requirements referred to in points a), b), and c).

Participants may bid both individually and as a consortium, in which case all the participants shall fulfil the aforementioned requirements.

If participating as a consortium of bidders, the participants shall appoint a leading bidder, who will represent the group in relations with EGTC GO and the application will have to be validly signed by all the participants in the consortium. The group leader will be fully responsible to the Promoting Administration of the Competition of ideas. Any consortium of bidders will collectively have the same rights as any single competitor and will be considered a single entity. The authorship of the proposals submitted will be considered to be equally of all the members of the group. The competitors participating as a consortium shall indicate the name of their group leader as the only person in contact with the Promoting Administration of the Competition. The composition of the consortium may not change after the start of the Competition.

Individual bidders may not participate in more consortia at the same time and in no role neither as group leader, member, consultant, or collaborator; In such case, the Promoting Administration will exclude all the consortia, having the same individual among their members.

All competitors are prohibited from disclosing, publishing or having their projects (or parts thereof) published before the results of the Selection Committee are made known. Violation of this prohibition will result in the exclusion from the Competition.

Anything not expressly regulated in this Call regarding the participation requirements, shall be governed by Legislative Decree no. 50/2016 (the Public Procurement Code).

Each competitor may only submit one bid.

All competitors will be admitted to the Competition and the Promoting Administration reserves its right to check whether they have fulfilled the requirements for participation.

Participation in the Competition implies full and unconditional acceptance of this Call and the disclosure of one's name, surname and prize won on any means of communication.

Participation does not give rise to employment and does not give the right to reimbursement of expenses regardless of their origin or cause.

EGTC GO reserves as its own and unquestionable prerogative:

- the right to modify, extend, suspend or revoke, even in part, this Call, if deemed appropriate or necessary for reasons of public interest or regulatory provisions without any claim or right arising from the competitors.
- not to select any winner if no creative proposal is deemed suitable for satisfying the Promoting Administration's objectives and/or complying with the requirements of this Call.

## 5. CAUSES OF INCOMPATIBILITY AND EXCLUSION FROM THE COMPETITION

If any of the participants and/or consortia is found - even at a later stage - to be lacking the requirements or other conditions for participating in the Competition or meeting the conditions for inadmissibility to the Competition, shall be excluded from the Competition and any damage suffered by EGTC GO shall be reimbursed with no prejudice to any other, even penal liability for false or misleading declarations or any other criminal offence provided for by law.

Subjects meeting the criteria set out in Article 80 of Legislative Decree 50/2016 (reasons for exclusion) and all the criteria provided for by applicable legislation with reference to Article 53, paragraph 16-b, of Legislative Decree 165/2001 and subsequent amendments relating to "General Rules on the Organisation of Work by the Public Administration" and/or impeding causes that determine the prohibition of stipulating contracts with the public administration shall be excluded from the Competition.

The following subjects cannot participate in the Competition:

- those who participated in the drafting of this Call and its annexes, their spouses and relatives up to and including the third degree;
- directors, members of the Assembly, employees and their relatives up to and including the third degree of kinship of the promoting Administration;
- regular or substitute members of the Selection Committee and relatives up to the third degree
- companies in which one or more members of the Selection Committee have direct or indirect shareholdings, companies that have one or more members of the Selection Committee as employees and employees of the Selection Committee's members;

- employees of studios and agencies who have submitted proposals for this Competition;
- subjects meeting the criteria of incompatibility or non-transferability pursuant to Legislative Decree 39/2013 for the purpose of “Provisions Regarding the Non-transferability and Incompatibility of Offices in Public Administration and Private Entities Under Public Control, Pursuant to Article 1, paragraphs 49 and 50 of Law no. 190”

The absence or non-compliance with the above requirements is cause for exclusion from the Competition.

## 6. TERMS AND CONDITIONS FOR SUBMITTING BIDS

The entire procedure is carried out electronically on EGTC GO's On-line Negotiation Platform [https://app.albofornitori.it/alboeproc/albo\\_gectgo](https://app.albofornitori.it/alboeproc/albo_gectgo) (hereinafter "Portal" or "Platform") in line with the instructions attached to this Call.

It is advisable to register on the portal well in advance of the deadline for the call. In case of technical problems during the registration or uploading of the proposals, please contact the support service of the Platform (from Mon-Fri 8.30-13.00 and 14.00-17.30 tel. +39 0372 08 07 08).

The documents for participating in the Competition must be submitted only in digital format in two digital envelopes. Each envelope is a folder, in which the required documents shall be uploaded. The folders must be compressed into a .ZIP file and uploaded to the platform in the right sections:

1) **The ADMINISTRATIVE envelope** (compressed folder ADMINISTRATIVE.ZIP) containing:

- The application to participate in the Competition as a self-certification on the form in Annex A of the Call
- A self-declaration for the members of the consortium on the form in Annex B of the Call (only in case of consortium)
- a photocopy of the competitor's valid identity document (as well as of all the competitors in a consortium)

2) **The BRAND envelope** (compressed folder BRAND.ZIP -**the envelope and the documents contained therein must not violate the requirement of anonymity by using symbols, signs or other identifying elements, or will be excluded from the Competition**) containing:

- the Brand Guidelines in line with art. 2.5 of this Call. At least one version of the Brand Guidelines must be sent in .pdf format to facilitate consultation.

**The deadline for receiving the applications to participate is 12:30 pm of 9 February 2022.** Any applications received after the deadline or by any mean other than the ones provided for in this Call will be excluded from participation.

EGTC GO shall not accept any responsibility for technical issues that might affect the submission of applications and will not be deemed responsible for any data loss, damage, damaged or unreadable files, errors or delays affecting the participants, if caused by IT tools, software, hardware or networks.

## 7. THE SELECTION COMMITTEE

The bids will be evaluated by a special Selection Committee appointed by the Director of EGTC GO, composed of five (5) members. The Selection Committee shall appoint one of its members as President.

The members of the Selection Committee will be selected among professionals with proven experience and competence in the sector of cultural activities, art, creativity and culture and/or with proven experience in the fields of graphic design, illustration, design and media in the context of the European Capital of Culture.

The Selection Committee shall choose the winning proposal of the Competition on the basis of the criteria listed in Article 8. The Selection Committee's decision shall be motivated, unappealable and unquestionable. The Selection Committee may also not select any winner, if no proposal is deemed suitable or does not correspond to the objectives of the Competition. In the latter case, the prize referred to in Article 3 will not be awarded.

## 8. EVALUATION CRITERIA

The Selection Committee will assign a score to each proposal for each of the following criteria:

- consistency with the values of the ECoC bid, with the Borderless theme and with the 5 sub-themes described in Article 2.2; max. points: **30/100**
- originality and readability, or the ability to express *coexistence*, *boundlessness*, *community*. max. points **40/100**
- versatility in flexibility of use in various formats and communication materials, including video and 3D versions; max. points **20/100**
- distinction and recognisability of the institutional and the commercial brand: max. points **10/100**

All the proposals with a minimum overall score of **60/100** will be finally ranked.

## 9. THE SELECTION PROCESS

At the expiry of the deadline for the submission of the bids, the proposals will no longer be modifiable, and EGTC GO will take possession of the files and draw up a receipt report. The "BRAND" envelopes will be numbered and then delivered to the Selection Committee. The "ADMINISTRATIVE" and "BRAND" digital envelopes will be matched by number and deposited at EGTC GO and will not be accessible by the Selection Committee.

The Selection Committee will first check the completeness of the proposals submitted at a closed session. Any incomplete bids (missing one or more necessary and mandatory parts) will not be accepted by the Selection Committee and will be excluded from the evaluation.

It should be noted that competitors are not allowed to attend the sessions. All procedures and sessions may also be carried out electronically and by videoconference.

Subsequently, in one or more closed sessions, the Selection Committee will evaluate the proposals presented according to the criteria set out in Article 8 and rank them.

Following the compilation of the ranking by the Selection Committee, the President of the Selection Committee in the presence of two witnesses will receive the matching keys of the envelopes from

EGTC GO and will match the names of the competitors to the ranking. The ranking list will be published on the EGTC GO website.

In the event that two or more proposals are assigned the same score, the Commission requests the submissions of the aforementioned proposals to re-elaborate them according to specific indications deriving from the evaluation in order to better adhere to the criteria required pursuant to art. 8. The Commission sets a deadline of no more than 30 days for the re-elaboration of the proposals. Once the revised proposals have been received, the Commission evaluates them on the basis of the criteria set out in art. 8 and proceeds to the final drafting of the ranking. The final ranking is also published on the EGTC GO website.

EGTC GO will then check the compliance and the completeness of the administrative documents with the requisites of Articles 4 and 5. If needed, EGTC GO may contact the bidders to allow them to complete their proposals. If the requisites are not met even after the additional completion, any incomplete bid shall be excluded from the Competition.

If EGTC GO deems that the logo / brand does not have the required requirements, with particular reference to potential rights of third parties or finds statements not substantiated by the documentation, the bid shall be excluded from the ranking and the bid ranking next shall be examined. At this stage, the positive outcome of the checks does not imply acceptance of the proposal by EGTC GO, nor the exclusion of any guarantees given by the competitor and of the related responsibilities towards EGTC GO and any third parties, which will continue to be fully valid and effective.

## 10. THE AWARD

The bid ranking first will be given the award of Article 3.

EGTC GO reserves the right to ask the winner to make any changes needed to allow full use of the logo / brand and the winner shall be ready to make the changes free of charge. EGTC GO may also make the changes directly in the exercise of its exclusive rights.

The winning idea will be acquired in full and exclusive ownership by EGTC GO, which will automatically acquire the rights for the exploitation of the brand for economic use, reproduction, registration and deposit, publication without any limit of space and time with each means of reproduction and can therefore freely and exclusively dispose of all related intellectual property rights on the logo / brand and on all related materials presented by the competitor.

The awarding of the prize is subject to the:

- supply of the material referred to in Article 2.5 and of the rights connected to them.

EGTC GO also reserves the right to maintain contact with the winners to further develop the winning proposal.

EGTC GO reserves the right from now on to develop or modify the winning proposal to its needs, even unilaterally, if needed.

## 11. TRANSFER OF THE RIGHTS OF EXPLOITATION AND ECONOMIC USE, AND ADDITIONAL INFORMATION

By registering for the Competition and accepting the terms contained in this Call, the winning participants irrevocably assign to EGTC GO full and exclusive ownership, including full and exclusive

intellectual property and rights of economic exploitation of the winning proposals, including the logotype / brand and all the materials presented during the Competition for the whole world and for the entire duration established by the relevant applicable laws. Regarding the non-winning bids EGTC GO shall only be given the right of use for communication and publication in promoting the Competition, as well as for archives, including any exhibition of the proposals received.

Each individual participant and/or consortium shall guarantee that their creative proposal is new, distinctive and original, meeting all the requirements to be validly registered as a brand in all countries of the European Union and does not violate current regulations such as, including and not limited to, the provisions on the protection of personal data, image, personality and reputation, copyright, distinctive signs and all industrial and intellectual-property rights of third parties.

Each individual participant and/or consortium shall guarantee that the proposal does not violate any intellectual-property rights and/or other rights of third parties and there are no rights of third parties that may in any way limit or compromise its use, exposure and/or publication on any medium by EGTC GO or by subjects appointed by it.

In any case, each individual participant and/or consortium undertakes to indemnify and hold EGTC GO harmless from any request and/or claim submitted by anyone, exempting EGTC GO from any liability.

## 12. PUBLICATION AND THE PUBLIC NATURE OF THE CALL

This Call, further information, and any updates as well as the outcome, will be published on EGTC GO's website [www.euro-go.eu](http://www.euro-go.eu) (section: Transparent administration / Tenders and contracts / Acts of contracting authorities and contracting entities separately for each procedure) in Italian and Slovenian.

This Call is drawn up in Italian, Slovenian and English. In case of discrepancy or interpretation doubts, the Italian text prevails.

## 13. INFORMATION ON THE PROCESSING OF PERSONAL DATA

Pursuant to Article 13 of EU Regulation n. 2016/679 (hereinafter "GDPR 2016/679"), laying down provisions on the protection of natural persons with regard to the processing of personal data, you are here informed that the personal data submitted by you will be processed in compliance with the confidentiality obligations provided for by the Regulations, which is binding for EGTC GO.

The Data Controller is EGTC GO: [info@euro-go.eu](mailto:info@euro-go.eu).

The data protection officer (DPO) can be contacted by e-mail: Studio legale Avv. Fabio Balducci Romano, Via Savorgnana n. 20, 33100 Udine (I), Tel. 0039 0432 229080– email: [fabio.balducci@gmail.com](mailto:fabio.balducci@gmail.com)

The personal data you provide are needed to carry out a function related to exercising public-authority obligations and administrative functions required by this Competition.

It should be noted that, in compliance with the principles of lawfulness, purpose limitation and data minimisation, of Article 5 of GDPR 2016/679, your personal data will be kept for the period of time necessary to achieve the purposes, for which they will have been collected and processed.

Communicating personal data in public calls is a legal obligation and therefore, if not provided, they will not be processed for the requested purposes.

#### 14. HEAD OF THE PROCEDURE

The Head of the Procedure is Dr. Tanja Curto.

Further **information** about the Call and the procedure may be obtained by sending written questions to the Head of the Procedure at: [info@euro-go.eu](mailto:info@euro-go.eu) by **7 January 2022** at the latest. Therefore, no answers will be provided to questions received after such deadline.

Gorizia, 1<sup>st</sup> December 2021

THE HoP

Tanja Curto