

ICHEP 2022

COMPETITIVE CALL FOR THE
DESIGN OF A BRAND/LOGOTYPE
AND A POSTER FOR THE
INTERNATIONAL CONFERENCE
ON HIGH ENERGY PHYSICS
(ICHEP 2022)

PROMOTED BY



Istituto Nazionale di Fisica Nucleare

IN COLLABORATION WITH



AIAP

associazione italiana design
della comunicazione visiva

ICHEP 2022

COMPETITIVE CALL FOR THE DESIGN OF A BRAND/LOGOTYPE AND A POSTER FOR THE INTERNATIONAL CONFERENCE ON HIGH ENERGY PHYSICS (ICHEP 2022) WHICH WILL BE HELD IN BOLOGNA FROM THE 6TH TO THE 13TH, JULY 2022

INTRODUCTION

ICHEP is an international conference that is held every two years and represents the most important event worldwide for the scientific community that is involved in research in the field of particle physics. ICHEP is one of the main venues for the dissemination and comparison of the latest results in this field, for the exchange of ideas and information and for the definition of future strategies. The organization of an ICHEP edition is considered a great honour, which gives prestige to the city and the host country.

The 41st edition will take place in Bologna in July 2022. Its organization has been entrusted to the National Institute of Nuclear Physics (INFN) branches of Bologna and Ferrara, and to the respective University Departments: in its over 70 years of history, this will be the first ICHEP edition to be held in Italy.

ART. 1 — PURPOSE AND OBJECT

This call, promoted by the Local Organizing Committee (LOC) of ICHEP 2022, with the collaboration of AIAP (Italian Association of Visual Communication Design), has as its goal the selection of a brand/logotype and a poster for the international conference ICHEP 2022, which will be hosted by the city of Bologna in July 2022.

The brand/logotype is meant to be the identifying and distinctive element of the event, summarizing both territorial aspects (i.e., related to the peculiarities of the host city) and scientific aspects (i.e., related to the theme of the conference) in a single image.

The features of the brand/logotype must make it easily usable in various formats and with various tools and applications (both analog and digital), as to become the central element of a coherent visual identity.

The poster will be the primary presentation tool of the conference, it must be visually consistent with the brand/logotype. The poster will contain parts of text and logos of other institutions - not yet defined at the time of publication of this call: a graphic design idea is therefore required, that will be finalized at a later stage, in agreement with the winner of the competition.

The brand/logotype and the poster of the conference must render the event unique and internationally recognizable. They must be in line with the expectations expressed in the subsequent articles and attachments.

Further information on the requirements of the graphic products to be presented are listed in Art. 4 of this announcement and in the Annex 1 named "Brief", that also contains some examples, taken from previous editions of ICHEP.

ART. 2 – RECIPIENTS

Participation is open to:

- students of design, graphics, and communication design, at any level, who are over 18 years of age and reside in the European Union;
- single graphic designers or groups of graphic designers who are over 18 years of age and reside in the European Union.



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Participation can be either individual or in groups (for groups it is mandatory to indicate a group leader who meets the previous requirements).

Participation of school groups (classes or institutes) is also allowed if the group leader meets the previous requirements.

Members of a group participation in the competition are not allowed to participate individually; in the event that such a situation arises, both the individual and the participating group will be excluded.

Each designer or group can submit up to three proposals.

ART. 3 – INCOMPATIBILITIES

The following people cannot take part in this competition:

- regular or substitute members of the selection board, their spouses, relatives up to the 4th degree
- people who have any employment or collaboration relationship with the members of the selection board.

ART. 4 – CHARACTERISTICS OF THE BRAND/LOGOTYPE AND OF THE POSTER

The conference brand/logotype and poster must be original, specially designed for this occasion, and properly convey the contents of science and research in order to promote their values. The brand/logotype and the poster should:

- include the text “ICHEP 2022”;
- include a reference to the city of Bologna;
- not contain offensive and discriminatory messages (proposals whose contents are contrary to the law, include references to racism, hatred, etc. will be excluded);
- be unpublished and not infringe or violate third parties’ intellectual property rights;
- be clear and communicative;
- the brand/logotype must be usable as requested (see below: technical criteria);
- The poster should also include (beside “ICHEP 2022”) the following text “XLI International Conference on High Energy Physics, Bologna (Italy), 6-13 July 2022” and the brand of INFN (Istituto Nazionale di Fisica Nucleare) attached to the present call.



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Themes:

- the city of Bologna (and eventually Italy as a whole);
- Physics of elementary particles;
- inclusiveness and transversality that are typical of scientific research on a social level.

Technical criteria for the brand/logotype:

- guaranteed effectiveness in every size, positive and negative, colour and black and white and in all possible conditions of use;
- adaptability even to small merchandising items (pens, pencils, key rings, etc.).

Each graphic proposal must be accompanied by a short description.

ART. 5 – DOCUMENTS REQUIRED FOR APPLICATION

Participation to the competition is anonymous.

In this regard, each participant (or group of participants) must have an alphanumeric code consisting of four capital letters and five numbers (e.g., "ABCD12345", it is however recommended not to use trivial combinations as the one shown in this example, to avoid possible duplications). This code must be reported in the filenames sent for participation, as explained below in Art.6.

Following the instructions reported in Art.6, candidates must send the following documents:

1. application form as in Annex 2;
2. identity document of the person submitting the application (in case of groups, each member must attach his/her own identification document);
3. the graphic proposal in no less than 2 tables in pdf format, A3 landscape, with a resolution higher than 150 dpi, containing the brand/logotype in various forms, the poster of the conference, and possible other applications (for example formats suitable for publication on the most widely used social platforms).

For better reading efficiency, an additional vertically oriented table may be added for the poster, with the same format features detailed above. The tables must be accompanied by short descriptive texts motivating the choices, including also visual elements if necessary. These indications apply for each of the presented proposals (up to a maximum of 3 as stated in Art.2).

ART. 6 – CONDITIONS, METHODS, AND TERMS OF PARTICIPATION

Participation to the call is free of charge.

The application for participation is to be considered, for all legal purposes, as a substitute declaration pursuant to art. 46 and 47 of Presidential Decree 445/2000 and subsequent amendments.

The documents referred to in Art.5 must be attached to the application form in pdf format.

The application form with the relative attachments must be submitted electronically, following the instructions below: therefore, no delivery or shipment of the material must be made.

The graphic products and the documentation required in Art.5 must be delivered by e-mail, to the ichep2022-logo@bo.infn.it address, no later than 1.00 pm (Italian time, CET) on 15/12/2021.

The message should have as subject "[ICHEP 2022 Competition]" and should contain:

- a first WeTransfer link to "Folder A", containing the graphic products referred to in Art.5 point 3. This folder must be called "Folder A-ABCD12345", i.e., identified with the alphanumeric code chosen by each participant.
No files contained in this folder must have any reference, symbol or element that can explicitly or implicitly point to the identity of the competitor, under penalty of exclusion.
- a second WeTransfer link to "Folder B" containing Annex 2 and the identification document (Art.5, points 1 and 2) to be considered as a declaration of originality and



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authorship of the submitted proposal. It is also to be considered as acceptance that, in case of winning the competition and collecting the prize, any right of economic use of the proposal will be automatically transferred.

This folder must be called "Folder B-ABCD12345", i.e., identified with the alphanumeric code chosen by each participant.

In the case of a group participation, the declaration mentioned above must be signed by the person identified as the group leader. None of the files contained in this folder must have any reference to the graphic proposal.

Participants are responsible for the verification of the correct conclusion of the electronic procedure, certified by an electronic message as a receipt.

Once the application has been submitted, it cannot be modified. However, in the event of errors or missing information, it will be possible to cancel the application, and submit a new one within the deadline (in this case the same alphanumeric code of the previous submission must be used, and the electronic message must clearly indicate that the new submission replaces the previous one).

The organizers cannot be held responsible of failures or partial deliveries and no complaints about malfunctioning of the system caused by possible overloads near the deadline will be accepted.

ART. 7 - SELECTION BOARD AND EVALUATION CRITERIA

The received graphic products will be examined by a selection board that will evaluate each single proposal. The jury is composed as follows:

Regular members:

- Alberto Cervelli (INFN - LOC ICHEP 2022)
- Francesca Romana Cavallo (Presidente, INFN - LOC ICHEP 2022)
- Francesca Cuicchio (INFN - Ufficio Comunicazione)
- Paolo Giacomelli (INFN - Chair ICHEP 2022)
- Francesco E. Guida (AIAP)

Substitute members:

- Lorenzo Bellagamba (INFN - Chair ICHEP 2022)
- Laura Fabbri (Università di Bologna - LOC ICHEP 2022)
- Isabella Garzia (Università di Ferrara - LOC ICHEP 2022)
- Lorenzo Capriotti (Università di Bologna - LOC ICHEP 2022)

The LOC reserves the right to replace any members of the board, should it be necessary.

In evaluating the proposals, the selection board will use a maximum of 100 points divided as follows:

- up to 60 points for the brand/logotype;
- up to 40 points for the poster.

The submitted proposals will be evaluated on the basis of compliance with the requirements and criteria set out in the previous articles and in the annexes.

The selection board will prepare the ranking and award the winning proposals.



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The commission's judgment is unquestionable.

Only graphic proposals that have obtained a score equal to or greater than a threshold of 70 points will be eligible for award. If no proposal exceeds this threshold, no prize will be awarded.

The LOC reserves the right to ask the authors of the winning proposals for any changes to the graphic products that may be necessary for their use: these changes will be made directly by the authors, without further duties for the LOC, or in any case with their full agreement.

The authors of the winning proposals should provide the brand/logotype in vector format and the source files of the poster and of the graphic proposals submitted.

The LOC also reserves the right to exhibit the submitted graphic proposals (winners or not) during the conference. Participation to the call implies acceptance of this condition.

ART. 8 - PROPERTY AND RIGHTS

By completing the copyright assignment form, the participants accept to transfer the exclusive rights of use of the proposal identified as winner, while, for non-winning works, only the right to publication or exhibition will be assigned, for the purpose of enhancing the competition and its results. For details, see Annex 2.

ART. 9 – AWARDS

The results of the selection board's work and the rankings will be published on the ICHEP 2022 website (www.ichep2022.it) and on the AIAP channels.

The person or group that presented the winning project will receive, as reimbursement of expenses and recognition for the intellectual work performed, a prize of 3,000 € (three thousand / 00 €).

An additional prize will be reserved for the category of participants born after 31/12/1996 and for groups whose group leader was born after 31/12/1996: the winning proposal in this category will be awarded, by way of reimbursement of expenses, with a prize of € 500 (€ five hundred / 00). If the winning proposal falls into this second category and therefore wins the first prize, the 500 euros reimbursement of expenses will be awarded to the second ranked proposal among those born after 31/12/1996.

The amounts are inclusive of charges and accessories.

Expense reimbursement and first prize will be paid by the start of the conference.

ART. 10 – DISSEMINATION OF THE ANNOUNCEMENT AND REQUESTS FOR CLARIFICATION AND INFORMATION

This call is published on the websites of the ICHEP 2022 conference, www.ichep2022.it, and of the AIAP, www.aiap.it, and is communicated in any other form deemed useful.

The competition's results will be published on the sites mentioned above in accordance with the timing referred to in the following Art. 11.

Any question and request for clarification can only be submitted via e-mail to the address ichep2022-logo@bo.infn.it. The subject of the message should be: "[ICHEP 2022 Competition – Request for information]". Answers will be provided by e-mail.



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ART. 11 – TIMING OF THE COMPETITION

- 11/10/2021: publication of the announcement;
- 15/11/2021: deadline for requesting clarifications;
- 15/12/2021, 1.00 pm: deadline for submitting the application form;
- 14/01/2022: announcement of the winning proposals and publication of the results.

ART. 12 – ACCEPTANCE OF THE COMPETITION RULES

Participation in the competition implies full and unconditional acceptance of all the rules contained in this announcement, and failure to comply with them leads to automatic exclusion from the competition.

The LOC of ICHEP 2022, in agreement with AIAP, reserves the right to cancel the present competition for any impediments that would affect its regular completion.



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ANNEX N. 1 — BRIEF

As reported in article 1 of the announcement, the brand/logotype will be the identifying and distinctive element of the event: it is expected to summarize both territorial (i.e., related to the peculiarities of the host city) and scientific (i.e., related to the theme of the conference).

General requirements:

- include the text “ICHEP 2022”;
- include a reference to the city of Bologna;
- The poster should also include (beside “ICHEP 2022”) the following text “XLI International Conference on High Energy Physics, Bologna (Italy), 6-13 July 2022” and the brand of INFN (Istituto Nazionale di Fisica Nucleare) attached to the present call (see page 13).

Possible reference topics:

- the city of Bologna (and even Italy as a whole);
- Physics of elementary particles;
- those of inclusiveness and transversality nature that are typical of scientific research from a social point of view.

The poster will be the main presentation tool of the conference: it must be visually coordinated with the brand/logotype and share the same conceptual aspects and visual elements. The two proposals must therefore be consistent.

The brand/logotype and the poster must reflect the uniqueness of the event and make it internationally recognizable, exploiting the potential of graphics and communication to promote the contents of science and research.

They should be able to inspire a “visual identity” of the conference, which can also be used in various communication tools, both material and immaterial.

As examples, some graphic products used in previous editions of ICHEP are shown below.



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LOGOS OF SOME OF THE PREVIOUS EDITIONS OF THE ICHEP CONFERENCE:



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ICHEP2018 SEOUL
XXXIX INTERNATIONAL CONFERENCE ON *high Energy* PHYSICS
JULY 4 - 11, 2018
COEX, SEOUL

International Advisory Committee

- Abramowicz, Halina (Israel)
- Amorini, Federico (Italy)
- Barberio, Elisabetta (Australia)
- Rediaga, Ignacio (Brazil)
- Bontvelsen, Stan (Netherlands)
- Blucher, Edward (USA)
- Browder, Thomas (USA)
- Butler, Joel (USA)
- Campana, Pierluigi (Italy)
- Chao, Kwang-Ta (China)
- Chomas, Philippe (France)
- Dighe, Amal (India)
- Dolezal, Zdenek (Czech Republic)
- Fuster, Juan (Spain)
- Gianotti, Fabiola (Switzerland)
- Giudice, Gian (Switzerland)
- Heinemann, Beate (Germany)
- Henderson, Stuart (USA)
- Hewett, JoAnne (USA)
- Jabis, Karl (Germany)
- Kobito, Takashi (Japan)
- Kim, Soo Bong (Korea)
- Kim, Young-Kee (USA)
- Kirch, Klaus (Switzerland)
- Konstantinidis, Nikos (U.K.)
- Matveev, Victor (Russia)
- Meich, Joachim (Germany)
- Murayama, Hitoshi (Japan)
- Muronga, Azwizindi (South Africa)
- Pascaleva, Giovanna (Italy)
- Quarvedo, Fernando (Italy)
- Roe, Natanael (USA)
- Schellman, Haidi (USA)
- Seo, Eunsook (USA)
- Son, Dongchul (Korea)
- Tyarin, Nikolai (Russia)
- Van, Tran Thanh (Vietnam)
- Volkas, Raymond (Australia)
- Wang, Yifang (China)
- Wark, David (U.K.)
- Yamauchi, Masanori (Japan)

Local Organizing Committee

Chang Rim Ahn (Fwaha WU), ByungGu Cheon (Hanyang U), Kihyeon Cho (KISTI), Kiwoon Choi (C Theor Phys Universe, IBS), Seong Youl Choi (Chonbuk NU), Seonho Choi (SNU), Soo Kyung Choi (Gyeongsang NU), Suyong Choi (Korea U), Young-II Choi (SKKU), Byungsik Hong (Korea U), Deog Ki Hong (Pusan NU), Jai-chan Hwang (Kyungpook NU), Sin Kyu Kang (Seoul Tech), Choong Sam Kim (Yonsei U), Donghee Kim (Kyungpook NU), Doris Yangsoo Kim (Soongsil U), Do-Won Kim (Gangneung-Wonju NU), Jihm E Kim (Kyung Hee U, Chair), Nakwoo Kim (APCTP), Sang Pyo Kim (Kunsan NU), Seyong Kim (Sejong U), Siyeon Kim (Chung-Ang U), Sun Kee Kim (SNU), Yeongduk Kim (C Underground Phys, IBS, Co-chair), Pyungwon Ko (KIAS), Youngjoon Kwon (Yonsei U), Bum-Hoon Lee (Sogang U), Hyun Min Lee (Chung-Ang U), Hyun Su Lee (C Underground Phys, IBS), Jungil Lee (Korea U), Kang Seog Lee (Chonnam NU), Su Hwang Lee (Yonsei U), Jae Sik Lee (Chonnam NU), Soonkeon Nam (Kyung Hee U), San Kun Oh (Konkuk U), Stephen Olsen (C Underground Phys, IBS), Il Hwang Park (SKKU), Inkyu Park (U of Seoul), Carsten Rott (SKKU), Stefano Scopel (Sogang U), Yannis Semertzidis (C Axion Precision Phys, IBS and KAIST), Sang-Jin Sin (Hanyang U), Jeonghyeon Song (Konkuk U), Eunil Woo (Korea U), Jong-Kwan Woo (Joju NU), Un-ki Yang (SNU, Co-chair), Piljin Yi (KIAS), Hwidong Yoo (SNU), In-Kwon Yoo (Pusan NU), Jonghee Yoo (C Axion Precision Phys, IBS and KAIST), Jin-Hee Yoon (Inha U), Intae Yu (SKKU)

Organized by IUPAP / C11 Hosted by IBS and KPS ICHEP2018 Secretariat ichep2018@insession.co.kr Website www.ichep2018.org



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ANNEX N. 2

Fill and send following the instructions of the Art. 6 of the call.

CHOSEN ALPHANUMERIC CODE (4 LETTERS FOLLOWED BY 5 NUMBERS)

NAME/S OF THE AUTHOR/S

ADDRESS

CITY

PHONE CONTACT

E-MAIL

SCHOOL, UNIVERSITY, COURSE AND DATES OF ATTENDANCE (FOR STUDENTS)

PERSON TO CONTACT (INDICATE THE GROUP LEADER IN CASE OF PARTICIPANTS JOINED IN A GROUP, IN THIS CASE THE CONTACT INFORMATION REFERS TO THE GROUP LEADER)



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The undersigned(s) participating to the “Competitive Call for the design of a brand/logotype and a poster for the International Conference on High Energy Physics (ICHEP 2022)” declare that what is submitted is an original work of which the full availability is guaranteed and that the remuneration will be limited to the award mentioned in the description of this call. In addition allow(s) the LOC of ICHEP 2022:

- to use the submitted proposal in every form, including the reproduction using electronic media;
- to use the submitted proposal on every medium and also for exposition in public sites;
- to treat personal data exclusively for carrying out the necessary procedures related to this call, in accordance with the D.Lgs. 196/2003.

Allow(s) to treat personal data exclusively for carrying out the necessary procedures related to this call, in accordance with laws.

SIGNATURE OF THE AUTHOR(S)

DATE



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