

Rules and Conditions

On the Call for Design Entries of the City Logo of Hangzhou

1. Objectives

With a history of 2,228 years, the City of Hangzhou boasts breathtaking scenery, rich cultural heritage and dynamic economic growth. Featuring both harmony and innovation in its environment, culture and economy, Hangzhou is a city for quality life and better life.

Branding Hangzhou as the City of Quality Life is the overriding theme in the designing of the city logo of Hangzhou. The city logo (including the standard image, font, colors and combination) will be confirmed through the gathering of domestic and international entries, panel selection and public voting.

2. Sponsor

The Municipal Government of Hangzhou is the sponsor of this call for entries. It functions through the Office of the Call for Design Entries of the City Logo of Hangzhou (abbreviated as the Call Office thereafter) which is fully in charge of the call for entries, selection and promotion of this event.

3. Prospective Entrants

3.1 Any interested individual or organization, domestic and international, can send entries in accordance with the rules and conditions stipulated in this document. Individuals or organizations will be recognized as official entrants upon the receipt of their designs, together with the filled-in and signed Registration Form for the Call for Design Entries of the City Logo of Hangzhou (abbreviated as the Registration Form thereafter) as well as the Creator's Letter of Guarantee of the Call for Design Entries of the City Logo of Hangzhou (abbreviated as the Creator's Letter of Guarantee) within the stated time and by the prescribed manner of submission.

3.2 Any individual or organization involved in the official organization and judgment of the Call for Entries will be disqualified as an entrant.

3.3 Any entrant should not, through any means, lead the public into the belief of nonexistent relationship between themselves and the sponsor, nor should they

promote their entries publicly without written permission from the sponsor.

4. Submission Dates

The Call for Entries is valid from May 15 through 6pm, August 15, 2007 (abbreviated as the submission dates thereafter). Any entry submitted after the deadline will not be considered valid.

5. Requirements on Design Entries

5.1 The judgment will only be conducted on designs from the Call for Entries. Prospective entrants are requested to submit the design, the filled-in and signed Registration Form and Creator's Letter of Guarantee. The absence of any one of the three or the contradiction of any one of them with the rules and conditions stipulated in this document will disqualify such an entry. Both Chinese and English can be used in texts (in case of any ambiguity arising from a bilingual version, the Chinese documentation will be considered for final reference).

5.2 The design of the city logo of Hangzhou should represent the core theme of quality life in the city's urban development and growth. It should embody the Hangzhou Spirit of elegance, harmony, grandeur and openness as well as its branded image as the City of Quality Life.

5.3 The design of the city logo of Hangzhou should also observe the following criteria:

5.3.1 Fusion of traditional culture and contemporary trends. The design should embody both Hangzhou's rich cultural heritage and modern appeals.

5.3.2 Fusion of local features and international concepts. The design should reflect the regional character of Hangzhou's local culture so that it will be widely accepted by its citizens. On the other hand, the design should also conform to ongoing international codes in designing city logos so that it can be well understood and liked by tourists from home and abroad.

5.3.3 Fusion of abstraction and realism. While the design should incorporate abstract art to capture people's imagination about Hangzhou, it should also assimilate certain real objects or images that should enable people to associate the logo with the city of Hangzhou.

5.3.4 Fusion of Direct Impression and Easy Applicability. The design should enable people to form a direct impression, appreciating the subtle beauty of the City of Quality Life, while equal attention should also be given to the versatile but easy application of the logo in a wide range of places and occasions.

5.4 The logo design should include the graphic presentation, the title and the text interpretation, all of which should also observe the following criteria:

5.4.1 The logo design can be either one single graphic presentation or a composition of graphic pictures colored differently.

5.4.2 The techniques applied in the presentation should be suitable for dissemination and reproduction through plane, 3D or electronic means.

5.4.3 The lettering of HANGZHOU (either in lower case or capital lettering) in certain part of the logo design is preferred.

5.4.4 The graphic presentation of the logo design should come in two standard drafts, one colored and one black-and-white on grid chart. They should be printed or drawn separately on A4-size paper.

5.4.5 The text interpretation of the logo design is to help the panel to understand the concept involved. The interpretation shall explain how the creator arrives at one particular design. The applicant is requested to write readable and coherent interpretation and type or handprint the text on A4-size paper. The title of the interpretation should be the same as that of the logo design.

5.4.6 A 300dpi TIF electronic file of the logo design is also required along with the graphic presentation. The standard 120mm×120mm picture has to be drawn on white-background A4-size paper with colors specified for different parts of the logo.

5.4.7 Any information related to the creator should not be seen on the logo design. It should be provided solely on the Registration Form.

5.4.8 One registration form is for one logo design. The form should be filled in and signed by the applicant (if the applicant is an organization, the form should be signed by its representative and stamped).

5.4.9 One letter of guarantee accompanies one logo design. The letter of guarantee should be signed by the creator (if the applicant is an organization, the letter

of guarantee should be signed by its representative and stamped). If the creator involves more than one person, all persons involved in the creation are requested to sign the letter of guarantee.

5.5 Other criteria:

5.5.1 The design entry should be original work as it has not been published or made known to the public in any possible way.

5.5.2 There is no limit on the style or type of the logo design, but it should conform to the regulation of China's current laws and moral codes.

5.6 Fees

Applicants do not need to pay registration or selection fee to the Call Office, but any expenses arising from information gathering, submission and other involvement in participating in this event will be borne by the applicants.

6. How to submit

6.1 Design entries should be submitted to the following address only by registered mail or delivery in person:

The address: The Office of the Call for Design Entries of the City Logo of Hangzhou, 10th Floor, Tian Ming Mansion, 286 Ti Yu Chang Road, Hangzhou 310003,P.R.China

Information Phone Numbers:

Domestic: 0571-85100186

International: 86-571-85252811

E-mail: hzlogo@hz.gov.cn

6.2 By post, the submission will be decided valid or invalid according to the postmarked date on the mail stamped by the Call Office's local post office. If it is delivered in person, the submission will be decided likewise according to the time of the receipt of the delivery. The Call Office will not accept design works submitted to it in ways other than registered mail or delivery in person.

6.3 Upon the receipt of design entry, it is automatically deemed that the applicant has full knowledge of and accepts the rules and conditions herein of the call for design entries. Should any materials submitted fail to conform to the rules and

conditions, the applicant should be allowed to revise and correct the inconsistencies before the deadline.

7. Confidentiality

All applicants to this call for design entries are bound by the following provisions of confidentiality:

7.1 The applicant should observe the following confidentiality obligations regarding his or her design (including conception of the design) during his or her creation and after his or her submission. The confidentiality obligations fall upon the applicant from the day he or she embarks on creating the design until the formal announcement of the selection results by the Call Office.

7.2 The confidentiality obligations require the applicant and other people involved in the creation and submission of entries not to expose his or her design to others (except the Call Office and other internal organizations designated by the Call Office) in any possible way.

7.3 The Call Office reserves the right to disqualify any applicant or entrant who has violated the above confidentiality provisions.

7.4 Should any damage or loss arise on the sponsor's part due to the applicant or entrant's violation of the confidentiality provisions, the sponsor reserves the right to claim compensation from the applicant.

7.5 The sponsor reserves the ultimate right to interpret the above confidentiality provisions.

8. Acceptance and Intellectual Property Rights

The Call Office will not return any design entries and thus requests the applicant to retain an original copy. The applicant agrees, whether his or her design is chosen as the city logo of Hangzhou, the ownership of the intellectual property rights is subject to the stipulation by Appendix Three: Creator's Letter of Guarantee for the Call for Design Entries of the City Logo of Hangzhou.

9. Judgment and Selection

9.1 The Call Office will invite experts to form a panel who will be judging and selecting the design entries. Methods of judgment and selection are not stated here.

9.2 The sponsor is entitled to the ultimate decision on the city logo of Hangzhou.

10. Rewards

10.1 A total of 200, 000 RMB yuan is rewarded to the design entry that is confirmed as the city logo of Hangzhou.

10.2 A total of 10,000 RMB yuan is rewarded to each of the top ten designs.

10.3 The above financial rewards are pretax and therefore the winners should pay their tax in accordance with the taxation laws of relevant countries or regions (including but not limited to the People's Republic of China).

10.4 The top 100 designs will be compiled into a commemorative album which contains the information of their designers and the albums will be presented to the top 100 designers.

10.5 The sponsor will be giving the commemorative album and the certificate to the creator of the city logo and each of the top ten entrants.

10.6 The sponsor will invite the creator of the city logo and some of the top ten entrants to the award ceremony that also unveils the city logo of Hangzhou.

10.7 The above rewards and honors are given on the basis of winning designs. There is the possibility that one entrant may be entitled to more than one reward. If there is more than one person involved in a winning design, the distribution of the financial reward is subject to their own discretion.

10.8 The Call Office will deliver the financial reward (cash or check) and the certificate to the winning entrant or the representative on his or her behalf. If there is more than one person involved in a winning design, the Call Office shall deliver the financial reward (cash or check) and the certificate to the entrant whose name precedes the others' in the Registration Form or the representative on their behalf.

10.9 When the selection is finished, the Call Office will publish the names of the winning entrants on the official website of Hangzhou Municipal Government and other relevant media.

11. Disclaimer and Claim

11.1 The Call Office bears no responsibility for the loss or damage of the design entries caused by the post service, such as delays in mail delivery, loss and damage of

the mail, mail sent to the wrong address, insufficient postage or theft and other incidents which the call office is not accountable for.

11.2 The copyrights of design entries are protected by Chinese laws. All intellectual property rights of the design entry that is confirmed as the city logo of Hangzhou (including but not limited to the copyright and the right to reproduce and transmit the design through plane, 3D and electronic means) belongs to the sponsor. The sponsor is thereafter entitled to the right to use, develop, revise, endorse, authorize and protect the city logo in any possible way.

12. Miscellaneous Provisions

12.1 The Rules and Conditions and other relevant documents mentioned herein are published both in Chinese and English. Should any ambiguity arise between these two versions, the interpretation should be based on the Chinese one.

12.2 The sponsor reserves the ultimate right to interpret the Rules and Conditions and all the other documents for the Call for Entries. If there is any matter yet unaccounted for, it is subject to the sponsor's further regulation and clarification.

12.3 The laws of the People's Republic of China are applicable for this call for entries.

The Office of the Call for Design Entries of the City Logo
of Hangzhou Zhejiang Province, China
May 15, 2007