



Call for the new visual identity for the Architects' Council of Europe

The Architects' Council of Europe is looking for a consultancy to develop, in partnership with its team, a new all-encompassing visual identity.

1. Context and objective of the call

ACE is currently developing a **new Strategy for 2021-2025**. Changing our visual identity signals a new dynamic. To signal the deployment of the new strategy, the ACE visual identity needs to reflect that change and new perspective. Europe boasts a rich mix of people, cultures and architecture, tradition and innovation, ACE has decided to launch a European call for a new all-encompassing visual identity.

2. About the Architects' Council of Europe

The Architects' Council of Europe (ACE) is the representative organisation for the architectural profession at the European level. The Architects' Council of Europe is composed of 45 Member Organisations which are the national regulatory and professional representative bodies in the EU Member States. Through its members, the Architects' Council of Europe represents the interests of c. 600,000 architects from 31 countries in Europe. The principal function of the ACE is to monitor relevant policy and legislative developments at EU level, seeking to influence those areas of EU Policy and legislation that have an impact on architectural practice and on policies affecting the overall quality and sustainability of the built environment.

Website www.ace-cae.eu

FB @ArchitectsEU

Twitter @Ace_Cae

Linkedin Architects' Council of Europe

Links: [ACE Sector study](#)

[ACE annual report](#)

3. Key elements when designing the new visual ID

The ACE Design call aims at encouraging innovative and holistic thinking. Designers are welcomed to respond to the brief with the same spirit of open minded creativity. The design should embody a sense of the organisation's pivotal role in European architectural practice. As a contemporary organisation, it is important that the identity whether designed with a logo, symbol or some combination of these is fresh and easy to understand by all. The new identity will work as a coherent design system including distinctive colours, typographic standards and a unique 'look and feel' or style of visual expression. It is anticipated that design concepts will explore ideas visualising both the full name of the organisation and the Acronym 'ACE'. We value creative propositions. The visual identity will be bilingual; English and French.



4. Eligibility

This call is open to all graphic designers based in Europe.

5. Jury

An international Jury with 3 experts and 3 ACE representatives:

- **Walter Bohatsch (Bohatsch und partner)**
- **Martin Gaffney (DesignWorks)**
- **Jan Kosatko (Studio Kosatko)**
- **georg pendl (ACE President)**
- **Selma Harrington (ACE Vice-President)**
- **Pavel Martinek (ACE Executive Board member)**

6. Presentation Criteria

The selection of visual identity will be based on the following criteria:

Quality/Innovation /Uniqueness/ Creativity/ Practicability

The working language is English.

7. Evaluation process- Transparency

To ensure professionalism and transparency, we will publish the names of the winner, the shortlisted candidates and a protocol of the jury sessions.

8. Structure of the call

The call will be organised over 2 phases:

- **Phase 1**

Interested participants are invited to submit examples of their work* (as listed in Article number 9). After this general call, the jury will select and invite 5 entries by compensation (please refer to Article number 10).

- **Phase 2**

The 5 pre-selected participants will be asked to submit one design proposal with examples of how the design will look & feel when implemented (global visual identity, logotype and business applications (business card, email signature, powerpoint, letterhead, folder, notebook, envelope, newsletter template), social media (Facebook, LinkedIn, Twitter) and website design: look & feel of the following pages (Home page /up to three different key pages).

The 5 pre-selected participants will be invited to present their concept to the Jury via a video call (20mn). The winner will create the new visual identity of ACE.



9. Documents to submit (phase 1):

- **Presentation Guideline:**

Candidates should present a maximum of 24 image slides representing maximum 3 projects. The character of the projects presented should have substantial similarities with the ACE project-requirements.

Format: please submit your work as **pdf-presentation, sheet size A4 or A3 (landscape)**.

- **Presentation Structure**

(From page 2, please add the participant name in the footer)

- Slide 1: **Candidate/Studio/Office name/ website**
 - Slide 2: **Brief reason for entering the ACE competition** (140 words maximum)
 - Slide 3: **Short participant biography** (140 words maximum)
 - Slide 4: **Selected Information:** publications, awards, exhibitions, teaching/lectures/ etc...
 - Slide 5: **Project 1** /Caption slide with the name of the Client, Project title, Project description/requirements (80 words maximum)Year.
 - Slide 6 : **Project 2** Image slide (Insert maximum 3 images per slide)
Add extra image slides as required (maximum 8 per project)
 - Slide 7 : **Project 3.**
- (Projects 2 and 3, repeating this structure)

Please send examples of your work to julie.deutschmann@ace-cae-eu with the subject **"ACE - visual identity 2021"** by **email or wetransfer before the 21st of January 2021** including your name, company name and contact information.

10. Outcome of the design contest

An award of **EUR 4 000 euros** will be made to each of the **5** pre-selected participants.

The winner of the contest will create the new visual identity of ACE with a **budget of EURO 30K**.

This budget envelope will cover the creative concept and the look & feel. Once the identity will be confirmed, a new partnership will begin to manage and roll out the identity in the future, priority items for the launch for instance.

**ACE reserves the right to conduct the call process and select the winner. ACE is not bound contractually or in any way until ACE has entered into a written contract.*

11. Calendar

Phase 1: Deadline to receive examples of work via email: 21 January 2021

Phase 2: February 2021

By the end of March 2021 : Jury

Mid-April 2021: Phase of commission

Completed/1st half of the year



12. Contact information

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