



4 May 2021

## **European call for ACE new visual identity: Protocole**

### **Introduction**

The Architects' Council of Europe (ACE), the representative organisation for the architectural profession at the European level is currently developing a new strategy for 2021-2025. The future ACE visual identity needs to reflect that new perspective. As Europe boasts a rich mix of people, cultures and architecture, tradition and innovation, ACE has decided to launch in December 2020 a European call for a new all-encompassing visual identity.

### **Purpose of the call**

This call aimed at encouraging innovative and holistic thinking: designers were welcomed to enter the competition with the same spirit of open minded creativity. The design shall embody a sense of the organisation's pivotal role in European architectural practice.

### **Type of Competition**

The call has been organised over 2 phases.

#### **- Phase 1**

Interested participants were invited to submit examples of their work. After this general call, the jury will select and invite 5 entries by compensation. All selected and non-selected participants were notified personally by email.

#### **- Phase 2**

The 5 pre-selected participants were 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).



## Jury

The applications have been reviewed by an International Jury composed of :

- 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](#)).

## Selection Criteria:

The selection of visual identity were based on the following criteria:  
Quality/Innovation /Uniqueness/ Creativity/ Practicability

## Outcome of the Phase 1

We received 62 applications from 13 different countries.

5 studios were pre-selected by the Jury for phase 2:

- **Dadada studio (Slovenia)** <http://www.dadadastudio.eu>
- **Daniel&Andrew studio(Romania)** <https://danielandandrew.com>
- **Merkitys studio(Finland)** <https://www.merkitys.eu>
- **Modo studio(Switzerland)**[www.modo-studio.ch](http://www.modo-studio.ch)
- **Red&Grey studio (Ireland)** <https://redandgrey.ie>

**All presentations are available on the ACE website.**

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

## Outcome of the Phase 2

On 14 April 2021, the 5 pre-selected studios presented their concept to the Jury via a zoom meeting. The Jury shortlisted 2 studios (Merkitys and Red&Grey) to explore their concept further and refine their proposal while maintaining the integrity of their design approach. On 22 April 2021, the Jury met to review the final presentations and voted in majority for Red&Grey.

## Outcome of the call

As a result of this european call, the jury selected Red&Grey as the winning entry. The Jury recommended Red&Grey studio to ACE in order to develop its new visual identity. The remaining entries were not ranked.



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**Comments of the jury regarding the winner of the call:**

*“The jury wishes to thank Red&Grey for a very strong identity design concept presentation - combining research that is as thorough as it is profound, insightful strategic thinking and an imaginative identity design toolkit. The identity visualisation included an original narrative and linguistic content that would encourage the client and designer to work together in a new creative and open process of dialogue. Their design approach showed an understanding of the ACE story and effectively captured the world of architecture in a logically built concept and an original toolkit of parts. It was noted that the recommendation to develop a custom designed typeface would make for a highly original identity for ACE. The overall presentation brings an exciting design vision and the examples shown bring this to life very effectively across office stationery, signage, display and print promotion.”*