

WIPO



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WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

WIPO GENERAL ASSEMBLY

**Twenty-Seventh (15th Ordinary) Session
Geneva, September 24 to October 3, 2001**

CREATION OF A NEW WIPO LOGO

Memorandum of the Secretariat

Introduction

1. The WIPO General Assembly in October 2000 approved the creation of a new WIPO logo to replace the existing one to better reflect the new vision and strategy of the Organization. The General Assembly also approved a proposal that the Secretariat organize an international logo design competition.

The International Competition

2. In January 2001, an independent Jury composed of the Regional Group Coordinators and some members of the WIPO Secretariat was appointed by the Director General. The Jury met in February 2001 and established and approved the rules of the competition (Annex I). The Jury elected Mr. Geoffrey Yu, Assistant Director General of WIPO, as its chairperson.

3. To assure objectivity, transparency and professionalism in drafting the rules and organizing the competition, the Jury and Secretariat received advice and technical support from SGD Swiss Graphic Designers, the Swiss national association of graphic designers and a member of ICOGRADA, the International Council of Graphic Design Associations, the international association of graphic designers. SGD was chosen for its reputation of professional competence and its advantage of being in Switzerland.

4. The international competition was announced on March 1, 2001, through the Permanent Missions of WIPO's Member States in Geneva, or, where no mission is present in Geneva, the Ministry of Foreign Affairs of the countries concerned. The competition was also announced on the WIPO website as well as by SGD and Icoграда. The competition was open through May 31, 2001.

5. The Secretariat received 784 entries from 58 Member States (Annex II). The entries were officially opened by the Secretariat in the presence of the Executive Secretary of the SGD, each one being registered by its pseudonym in order to preserve confidentiality of the identity and origin of the participants. Eighty-nine entries were disqualified on the basis of not having complied with the rules of the competition.

6. A Preselection Group, appointed by the Director General and consisting of external graphic designers proposed by SGD, members of the WIPO Secretariat, two graphic designers working for WIPO, a marketing consultant and an artistic consultant, met on June 14, 2001, to consider the remaining 695 entries to select finalists for consideration by the Jury.

7. The Preselection Group retained 16 entries which were presented to the Jury on June 25, 2001. The Jury considered the logos presented and asked to also examine 16 other entries that had been eliminated in the final rounds by the Preselection Group.

8. After close consideration and examination of the 32 entries and considerable discussion among the members, the Jury reached the unanimous conclusion that none of the entries fulfilled all the necessary criteria to serve as the new logo for the Organization as set out in the rules of the competition. The Jury unanimously agreed to award three third prizes, but no first or second prizes. Third prizes of 10,000 Swiss francs each were awarded to the following entrants, in recognition of the quality and merit shown in their logos:

- Mr. Stefan Döblin / Switzerland
- Ms. Sofie Engel / Denmark
- Ms. Swon Kang / Australia

9. Confidentiality was respected at every stage of the process. The Jury was informed of the identities and nationalities of the designers of the three prize-winning entries after its decision to award three third prizes had been taken.

Proposals for the Next Steps in the Creation of a New WIPO Logo

10. In approving the creation of a new logo for the Organization, the Member States agreed that a new logo should be a symbol of WIPO's vision and the recent transformation and revitalization of the Organization. Member States had approved the creation of a new logo that would embody and project dynamism and innovation, that would be simple, memorable and distinctive, as well as suitable for use in different forms, whether in print, on the Internet, or in multimedia products.

11. In the light of the fact that the international competition produced no logos that met the standards established by the Member States, the Director General proposes the following additional steps in creating a suitable new logo:

- (i) The Director General would invite a small number of well-known design and image-creation companies to meet with the Secretariat to discuss WIPO's need and expectations for a new logo, as well as the Organization's work and its existing corporate image, as reflected in the Organization's current information products, the WIPO website, and multimedia products.
- (ii) Based on these contacts, which would include discussion of the financial implications of any subsequent work to be done, the Secretariat would invite some of the design companies to submit proposals for a new logo.
- (iii) One of the companies would be chosen to work closely thereafter with the Secretariat to create a suitable new logo for the Organization.
- (iv) The proposed new logo would be approved by the Director General after consultations with the Regional Group Coordinators of the Member States.

12. Thereafter steps would be taken by the Secretariat for the new WIPO logo to be implemented.

Financial Implications

13. The cost to be incurred in the creation of the new logo will be covered by the existing budgetary resources available.

Legal Implications

14. There is no legal constraint regarding a change of the WIPO logo, since there is no reference in the WIPO Convention, WIPO's Rules of Procedure or any other documents of the WIPO General Assembly or Conference or of any of the Unions (in the form of a provision, resolution, recommendation or decision) concerning the creation, adoption or change of the WIPO logo.

15. The WIPO General Assembly is invited to take note of the outcome of the logo competition and to consider and approve the proposed action described in paragraph 11, above.

[Annexes follow]

WIPO Competition

March 1, 2001

INTERNATIONAL COMPETITION FOR THE CREATION OF A LOGO TO SERVE AS THE EMBLEM OF THE WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO)

■ INVITATION ■

Following the decision taken by its General Assembly in October 2000, the World Intellectual Property Organization (WIPO) is adopting a new logotype (“logo”).

To that end it is launching, throughout the world, an international competition for the creation of a logo to serve as its emblem. The competition will close on May 31, 2001.

The role and the activities of WIPO are described in the Annual Report and in the various publications issued by the Organization. Most WIPO publications are available on the Internet site www.wipo.int/publications.

DISTRIBUTION OF THE COMPETITION RULES AND DOCUMENTATION

The rules of the competition, drawn up with technical assistance from SGD Swiss Graphic Designers, have the approval of the competition jury and are being distributed as follows:

- by WIPO, through diplomatic channels, to the official authorities of its Member States;
- through the profession, by SGD Swiss Graphic Designers, to its members and to members of other professional associations in Switzerland and in other Member States of WIPO;
- by electronic means: WIPO and SGD Swiss Graphic Designers will use the Internet to circulate useful information concerning the competition for the benefit of prospective entrants;

IMPORTANT

Before embarking on their work, participants will have to procure the necessary documentation and information on the role and activities of WIPO (Annual Report and publications) either electronically on the Organization’s website or by applying to the following address:

World Intellectual Property Organization (WIPO)
34, Chemin des Colombettes
P.O. Box 18
CH-1211 Geneva 20, Switzerland
<http://www.wipo.int/news/en/logo/index.htm>
logocompetition@wipo.int

We trust that there will be many professional graphic designers who respond to this invitation, and we look forward with interest to receiving their proposals.

COMPETITION RULES

1. Organizer

World Intellectual Property Organization (WIPO)
34, Chemin des Colombettes
P.O. Box 18
CH-1211 Geneva 20, Switzerland
<http://www.wipo.int/news/en/logo/index.htm>
logocompetition@wipo.int

with the logistical and technical support provided by the professional association

SGD Swiss Graphic Designers
Limmatstrasse 63
CH-8005 Zurich / Switzerland
<http://www.sgd.ch>
info@sgd.ch ou infolausanne@sgd.ch

SGD Swiss Graphic Designers shall act in an advisory capacity, providing assistance and advice in the organization and conduct of the competition.

2. Form of the competition

Open design competition.

3. Conditions of participation

The competition is open to individual graphic designers from Member States of WIPO who are capable of proving their graphic design qualifications with a certificate, diploma or degree or other evidence of qualifications or professional experience, or membership of a national association of graphic designers.

The competition is closed to graphic designers and others who are members of the preselection group or the jury, members of their families, their professional partners and their employees.

4. Object of the competition

The creation of a logotype (“logo”) to serve as the emblem of WIPO.

The new logo is intended to replace the one currently in use in all Member States.

The logo may be completed with one or more abbreviations in the following languages:

- English: WIPO
- French and Spanish: OMPI

- Arabic, Chinese, Russian: see attached document

The positioning of the abbreviation, if used, is left to the graphic designer's discretion.

5. Judgment criteria

The new logo shall meet the following requirements:

- a. It must present the basic visual element that will make for recognition of WIPO and its international character.
- b. It must convey WIPO's dynamic character and its innovative and forward-looking attitude.
- c. It must be distinctive in the quality and originality of its visual image and not offend any national, cultural or religious sensitivity.
- d. It must possess technical and dynamic qualities and be easy to use and exploit (notably by adaptation to electronic media, to reproduction on small surfaces and to use in color, both in positive and in negative form).
- e. Conceptual evaluation criteria:
 - relevance to the Organization
 - novelty
- f. Form-related evaluation criteria:
 - legibility and possibility of immediate identification
 - ease of exploitation, transposition and adaptation

6. Number of designs, design and presentation data

Each participant is entitled to submit a maximum of **two designs**.

Designs shall be submitted in their final form, in other words as finished works (no sketches).

All designs, including digital printouts, shall be submitted pasted on an A4 sheet of 300g^m weight and also in Macintosh and PC compatible electronic form (3.5" diskette) with the following features:

- jpg
- 72 dpi (screen)
- dimensions: 300 x 300 pixels
- in color (RGB)

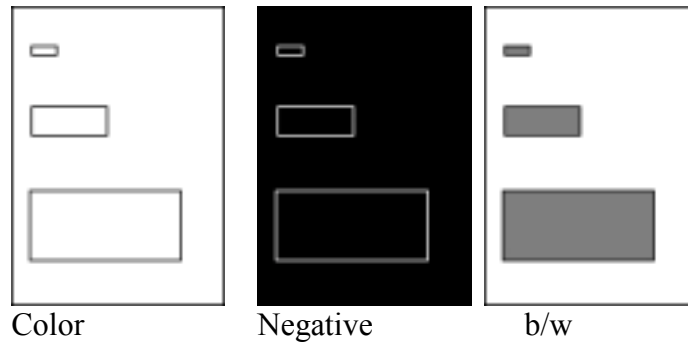
The following features are prescribed

Logo

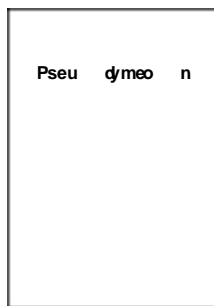
1 x 1 cm

1 x 3 cm

1 x 7 cm



Each design shall be identified by a pseudonym on the reverse side and shall not carry any other mention which would enable the author of the project to be identified:



Any design that does not meet the conditions of participation or does not conform to all the design and presentation requirements given in this technical description shall be automatically eliminated in the preselection stage.

7. Sending of designs

All participants are personally responsible for the sending of their designs, and shall ensure that the designs do not infringe any third-party copyright. The penalty for plagiarism, whether intentional or not, is elimination from the competition.

The participant shall submit the following documents in an unmarked, sealed C5 format envelope, marked with the pseudonym that appears on the designs:

a. a sheet giving:

- the pseudonym;
- the surname and given name;
- his or her full postal address with telephone and fax numbers, and e-mail address;

- b. a copy of a graphic design certificate, diploma or degree or evidence of membership of a national association of graphic designers or any other evidence (see under rule 3);
- c. a 3.5" diskette (see under 6).

The above documents shall be sent, carefully wrapped in a single package, by priority mail, registered mail or courier delivery service to the following address:

World Intellectual Property Organization (WIPO)
LOGO COMPETITION
34, Chemin des Colombettes
P.O. Box 18
CH-1211 Geneva 20, Switzerland

The designs must reach WIPO by May 31, 2001, at 5pm (CET) at the latest. Any design reaching WIPO after the time and the date mentioned will not be taken into consideration by the jury.

The name and address of the participant should appear on the envelope to enable WIPO to acknowledge receipt.

WIPO declines any liability for designs submitted.

8. Jury

The judgment leading to the final selection of designs shall take place in two stages:

First stage – Preselection

A technical and artistic preselection group has been set up by WIPO and entrusted with recommending to the jury between 15 and 30 of the designs submitted that meet the prescribed criteria.

The preselection group is composed of the following:

- a. Representatives of SGD Swiss Graphic Designers:
 - Mr. Ruedi Baur (Paris, France), member of SGD Swiss Graphic Designers, the Syndicat National des Graphistes (SNG), France, and the Alliance Graphique Internationale (AGI); emeritus dean and professor at the Visual Arts University of Leipzig, Germany;
 - Mr. Frédy Hersperger (Vevey, Switzerland), Central Vice-President of SGD Swiss Graphic Designers; dean of the Ecole Cantonale d'Art du Valais, Sierre, Switzerland;
 - Mr. Hanspeter Schneider (Winterthur, Switzerland), member of SGD Swiss Graphic Designers and Co-Design Worldwide; member of the Commission of Expert Examiners of the Zurich Professional School;
 - Mr. Danilo Silvestri (Baden, Switzerland), member of the Central Committee of SGD Swiss Graphic Designers; Chairman of SGD for the Zurich region; professor at

the Higher School of Visual Arts of Aarau, Switzerland; member of the commission of expert examiners of the Zurich Professional School;

- Mr. Niklaus Troxler (Willisau, Switzerland), member of SGD Swiss Graphic Designers, member and international secretary of the Alliance Graphique Internationale (AGI), Chairman of the Swiss Group of AGI, professor at the University of Visual Arts of Stuttgart, Germany;

b. Two graphic designers who work for WIPO:

- Ms. Barbara Hintermann;
- Ms. Sheyda Navab;

c. A marketing expert:

- Ms. Sibel Akin, Young & Rubicam;

d. Persons associated with WIPO operations:

- Mr. Sacha Gacic;
- Mr. Malcolm Royles;
- Ms. Lesley Sherwood;
- Ms. Deborah Syson;
- Mr. John Tarpey.

SECOND STAGE – FINAL SELECTION

The jury for the final selection of the winners shall be composed of the seven Geneva-based coordinators of the groups of Member States of WIPO:

- Mr. Dimiter Gantchev, Bulgaria;
- Ms. Han Li, China;
- Ms. Michèle Weil-Guthmann, France;
- Ms. Olgatte Abdou, Madagascar;
- Mr. Raja Reza, Malaysia;
- Mr. Konstantin Shakhmouradov, Russian Federation;
- Mr. Carlos Sgarbi, Uruguay;

and also members of the WIPO Secretariat designated by the Director General of WIPO :

- Mr. Grégoire Bisson;
- Ms. Isabelle Boutillon;
- Ms. Fatima Daboussi;
- Mr. Edward Kwakwa;
- Mr. Ernesto Rubio;
- Mr. Inayet Syed;
- Mr. Yo Takagi;
- Mr. Geoffrey Yu.

The jury shall be assisted by a secretariat chosen by WIPO. Three representatives of SGD Swiss Graphic Designers from the preselection group shall attend the jury sessions in an advisory capacity.

The jury shall meet, in principle, in the course of the month following the closing date for the submission of designs, and its meetings shall be preceded by meetings of the preselection group.

The decision of the jury shall be final.

9. Competition prizes

The best designs selected by the jury from among the preselected designs shall be rewarded as follows:

- first prize: 25,000 Swiss francs
- second prize: 15,000 Swiss francs
- third prize: 10,000 Swiss francs

A lump sum of 35,000 Swiss francs shall be added to the amount of the first prize to cover the assignment of copyright as set forth under 10 below.

The names of the competition prizewinners shall then be made public.

Payment of the prize money to the winners shall take place, in principle, within the 30 days following the official announcement of the competition results.

10. Copyright, right of use

On paying the first prize to the winner, WIPO acquires ownership of the logo by assignment of copyright. All the other designs submitted shall remain the intellectual property of their creators, unless otherwise agreed by negotiation between the parties.

11. Exploitation of the competition results for public relations purposes

By submitting their designs, the participants authorize WIPO to use those designs for public relations purposes, for instance by publishing the competition results in broadcasts and in written or electronic media or both – with a mention of the creators' names – and to display or publish all or some of the designs submitted anywhere in the world.

12. Return of designs

Participants are advised to retain personal records of their designs, as neither the designs submitted nor the electronic media will be returned to them.

13. Validity of the Rules

By participating in the competition, the participants unreservedly accept these rules.

14. Privileges and Immunities

No clause of this contract or relating to it shall be deemed to depart from any of the privileges or immunities of WIPO provided for in the Convention on the Privileges and Immunities of the Specialized Agencies, approved by the United Nations General Assembly on November 21, 1947, or from any of the provisions of the Agreement between the Swiss Federal Council and WIPO determining the legal status of the Organization in Switzerland and dated December 9, 1970, or from the rules for the implementation of that Agreement, adopted on the same date.

15. Arbitration

Any litigation, disputes or complaints arising from this competition or relating to it shall be settled by arbitration under the currently applicable rules of arbitration of the United Nations Commission on International Trade Law (UNCITRAL), except where they are settled amicably.

The appointment authority is the Secretary-General of the Permanent Court of Arbitration at The Hague.

A single arbitrator shall be appointed.

The arbitration venue shall be Geneva, Switzerland.

The language used for arbitration proceedings shall be English.

The dispute shall be settled according to Swiss law.

Acronyms in Arabic and Russian; full name in Chinese.

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ВОИС

世界知识产权组织

[Annex II follows]

ANNEX II

NUMBER OF ENTRIES BY COUNTRY

Country Name	Number of entries
Algeria	4
Argentina	17
Armenia	1
Australia	25
Austria	11
Barbados	2
Belarus	10
Belgium	31
Bosnia and Herzegovina	3
Brazil	4
Bulgaria	6
Canada	14
China	18
Colombia	8
Croatia	9
Cuba	9
Czech Republic	9
Denmark	15
Democratic People's Republic of Korea	10
Ethiopia	1
Finland	3
France	80
Germany	28
Ghana	3
Haiti	2
India	3
Ireland	1
Israel	16
Italy	62
Japan	64

Country Name	Number of entries
Latvia	2
Lebanon	2
Lithuania	2
Luxembourg	1
Mexico	3
Mongolia	1
Netherlands	16
Poland	10
Portugal	2
Republic of Korea	1
Romania	2
Russian Federation	13
Singapore	12
Slovakia	4
Slovenia	1
South Africa	2
Spain	34
Sudan	1
Sweden	8
Switzerland	143
Tajikistan	2
Turkey	4
United Kingdom	8
United States of America	18
Uruguay	1
Uzbekistan	6
Venezuela	3
Yugoslavia	13

Total number of entries: 784
Total number of countries: 58

[End of Annex II and of document]