



Date: March 01, 2023

COMPETITION FOR THE DESIGN OF THE PYRAMID CENTER LOGO

The Pyramid Center ('**the Center**') is a non-profit organization founded by the Municipality of Tirana and the Albanian-American Development Foundation. The Center aims to manage the spaces of the Tirana Pyramid building and transform it into a sustainable and multifunctional center. The Center aims to promote creativity through technology, encourage artistic, social-cultural and educational activities in the city of Tirana.

With the completion of the reconstruction of the building and in the framework of promoting the new image and identity of the institution, the Center announces a competition for the creation of a new logo.

Logo and brand book creation:

The new logo should represent the symbolism, history of the building, the philosophy of the institution and the concept of its redevelopment into a technology center. The logo should be simple to perceive and applicable for any form of use. In addition to the logo, there should be a brand identity guide for the pyramid.

General information:

1. The competition is open to all interested parties;
2. The works must be original, unpublished and the author must accept legal responsibility regarding the authenticity of the submitted works;
3. The works and materials will be submitted with a declaration from the author;
4. All works that meet all the criteria will be presented for voting before a jury represented by the Pyramid Center, the Municipality of Tirana, and the AADF;
5. The work evaluated with the highest points by the jury will be announced as the winner;
6. At the end of the competition, by submitting the final product, the winner of the competition agrees to transfer exclusive rights to the Pyramid Center.

Submission of the final product in the competition must include:

1. Logo concept, several applications, and examples of its use;
2. Applicant's CV and portfolio of similar work.

The competition winner, after being announced as the winner, will be asked to develop all accompanying branding materials, which will include the following:

- Logo concept
- Logo structure, correct usage, incorrect usage
- Logo animation



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- Logo color palette (primary, secondary), and rules of usage
- Font used (including all types of writing)
- Examples of logo use in visuals
- Iconography
- Office and promotional materials including business cards, envelopes, A4 letterheads, promotional materials, email signatures, uniforms, signage, PowerPoint templates, etc.

Application deadline and prize:

We invite all interested parties to participate in the competition and submit their proposals and works. The budget limit for this competition is USD 5,000.

Works must be submitted in electronic format, by March 31, 2023, at 12:00 am, at the following email address: prokurime@piramida.edu.al.