

Emblem of the 19th Asian Games 2022

(1) Technical Document on the Call for Design Proposals

The 19th Asian Games Hangzhou 2022 Organising Committee

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Part I Introduction

The 19th Asian Games (hereinafter, “Hangzhou Asian Games”) will take place in Hangzhou, China in 2022. This will be yet another historic event in Hangzhou following the G20 Summit. By then, tens of thousands of athletes, sport officials and journalists from all over the world will happily gather in Hangzhou to celebrate this sports gala. Billions of spectators in Asia and all around the world will watch the Games on site or through media. Hangzhou Asian Games will leave valuable cultural and sports legacies for the Olympic Movement and China. During his meeting with OCA President Sheikh Ahmed on August 27, 2017, President Xi Jinping pointed out that we will fully support the preparations for the Hangzhou Asian Games and we believe the city of Hangzhou is able to stage a successful edition of the Asian Games. Presently, the preparations for the Hangzhou Asian Games are in full swing.

To further the preparations for the Games, the 19th Asian Games Hangzhou 2022 Organising Committee (HAGOC) launches the Call for Design Proposals of the emblem of the 19th Asian Games on January 29, 2018.

The emblem of the Hangzhou Asian Games, as a basic element and core image of the Games, serves as a window to showcase the image of China to Asia and the entire world. It should be a piece of artistic work that is created by absorbing the creative ideas, inspirations, wisdom and suggestions from all walks of life and well received by the whole world. In the emblem design and call for proposals, efforts shall be focused on utilizing the rich Chinese cultural and artistic resources, and attracting people from all walks of life, with sport-related themes and cultural content, to participate in the preparations for the Games, so as to ensure the perfect combination of national, artistic and creative features in the emblem.

HAGOC sincerely welcomes and invites all natural persons, judicial persons and non-judicial organizations (hereinafter referred to as “Participants”; or a combination thereof may form a joint Participant) that are interested in the design of the emblem of the Hangzhou Asian Games to participate in the Call and contribute their wisdom to the Games.

Part II Instructions for Participants

2.1 General Principles

People from all walks of life that are interested in and eligible for the Call are invited to submit their design proposals to HAGOC in accordance with the requirements of this Technical Document on the Call for Design Proposals (hereinafter, the “entries”).

Through the Call, HAGOC hopes to pinpoint the emblem design proposal for the Games or provide creative ideas and inspirations for the emblem design of the Games. HAGOC will try its best to choose entries that best suit the features of the Hangzhou Asian Games, provide the best basis for secondary development, have the potential to guide and inspire the emblem design team, or provide creative ideas and inspirations for the emblem design.

HAGOC has the right to form the final emblem design by using the creative ideas of all the entries, as well as the right to appoint the composition of the emblem design team.

Apart from those who participate in the Call on a voluntary basis, HAGOC will also invite some other eligible Participants to take part in this Call. Such Participants shall also comply with all the terms and conditions set out in this Technical Document.

2.2 Basic Rules that the Participants Shall Observe

Apart from the legal documents specified in this Technical Document, the Participants shall also, during the Call and subsequent process, follow the instructions of HAGOC and enter into agreements on any possible future cooperation.

Basic requirements for the Participants:

- (1) The Participant shall be solely responsible for all the expenses incurred in his/her participation in the Call. Neither HAGOC nor OCA will assume any responsibility for such expenses.
- (2) The Participant shall, within 30 days after his/her entry(ies) become(s) a short-listed or selected one(s) and he/she receives the notification from HAGOC, sign a cooperation agreement with HAGOC provided thereby. Should the Participant fail to sign such an agreement with HAGOC within the specified time frame, he/she shall be deemed to have abandoned the opportunity to work with HAGOC. Nevertheless HAGOC shall be entitled to work further on the entry(ies) submitted by the Participant.
- (3) The Participant shall observe the applicable laws and regulations of China, as well as the relevant rules of OCA and HAGOC, such as the *Olympic Charter*, the *OCA Constitution and Rules*, and the *Host City Contract for the 19th Asian Games 2022*.
- (4) The Participant shall submit qualification credentials and other relevant documents to HAGOC according to the requirements set out in this Technical Document and other actual needs arising in the future.
- (5) The Participant acknowledges that HAGOC and OCA have the right to, for the purpose of selecting the emblem design proposals for the Hangzhou Asian Games, free use of the entries submitted by the Participant, as well as the information and data provided by the Participant during the Call, and that HAGOC and the OCA have the right to modify, process and recreate such entries, information and data. Nevertheless, HAGOC shall not disclose such entries to any third party other than HAGOC, OCA and their designated creative teams and production companies.

Part III Qualification of the Participants

3.1 Qualification

All natural persons, juridical persons and non-juridical organizations (including the combination thereof) that are interested in designing the emblem of the Hangzhou Asian Games and compliant with the requirements of this Technical Document may participate in the Call.

3.2 Written Documents to Be Signed by the Participant

- (1) The Participant must sign the *Letter of Commitment from the Participant* (hereinafter referred to as "Letter of Commitment") (See Appendix 1).
- (2) If the Participant is a judicial person or a non-juridical organization, he/she/it must sign the *Letter of Authorization* (see Appendix 2).
- (3) If the Participant fails to fill out or sign the *Letter of Commitment* or the *Letter of Authorization* or provides unauthentic information thereto, HAGOC shall be entitled to reject the relevant entries submitted thereby.
- (4) The Participant shall get registered on the official website of HAGOC (www.hangzhou2022.cn) to read the Call document as well as the corresponding terms and conditions published thereon before downloading and signing the document in PDF format.

Part IV Composition of the Entry

4.1 Composition

An entry shall be composed of two parts: 1. Written documents and certification materials to be signed or submitted by the Participant for the Call; 2. Emblem design proposal.

The Participants shall prepare their entries in accordance with the requirements set forth herein. If the Participant fails to provide complete and authentic information as required by Articles 4.2 and 4.3, it may be deemed that the Participant has failed to meet the requirements of the Call and that his/her entry is not valid, and HAGOC has the right to reject the relevant entry and disqualify such Participant from taking part in the Call or deny his/her entry from being selected. HAGOC may impose additional requirements on the Participant to complete the subsequent work and procedure. Nevertheless, the additional requirements are not obligations of HAGOC.

4.2 Part 1 of the Entry

The Participant must sign or submit the following written documents and certification materials: the *Letter of Commitment* (see Appendix 1), the *Letter of Authorization* (see Appendix 2, not required for natural persons), the *Participant Form* (see Appendix 3) and other qualification documents and legal documents required by HAGOC.

4.3 Part 2 of the Entry

The emblem design proposal to be submitted by the Participant shall include: a complete set of design drawing, design specifications, and application simulation.

Part V Design Requirements for the Entry

5.1 Design Concept

5.1.1 Design objective

The emblem design for the Hangzhou Asian Games shall reflect not only the pursuits of the Olympic Movement, the Chinese culture and values, but also the guidelines of the Hangzhou Asian Games.

The emblem design proposal shall

- be inspiring and motivational while being recognized by China, members of OCA and the international community;
- reflect the unique image, spirit of the host city and the host country;
- inspire the general public's passion for sports, raise the public awareness of the Games;
- provide the basis for the extended applications of the Look of the Games (including indoor and outdoor Looks);
- Meet the requirements for radio, TV and new media broadcast and promotion, and produce excellent visual effects in actual applications;
- The overall visual aesthetics and expression of the emblem shall not be affected when being presented in carriers that are of any color, texture or size, two dimensional or three dimensional, stationary or dynamic, and extended applications in new technologies shall also be considered.

5.1.2 Key words of the design

green, smart, economical and ethical

Chinese style, distinctive features of the south of the Yangtze River and Hangzhou appeal

innovation, development, prosperity and progress

participation, unity, sports, strength, Asia, happy gathering, festivity

5.2 Requirements for the Emblem Design

5.2.1 Three elements

The emblem of the Games shall include three elements:

- (1) Distinctive element of the Games: design element that reflects the culture and values of the host city/country.
- (2) The Games signature: name of the city and year of the Asian Games.
- (3) The OCA Symbol: a bright red sun with 16 rays and a white ring in the middle.

5.2.2 Specific requirements for the emblem design

(1) Distinctive element of the Games

- The element shall not interlace or overlap with the Games signature or the OCA Symbol in the emblem.
- The element shall reflect the national identity of the host country
- The element shall be original, without any image or expression that contains well-known international or universal connotation/information.
- The element shall not include Olympic Motto, OCA Motto, Olympic Symbol, or any other Olympic-related image elements (such as the Olympic rings, flame, torch and medals).
- The element shall not include any element of NOC symbols or any similar design.
- The element shall obtain copyright protection and be suitable for trademark registration.
- The element shall be easily reproduced in colored and black-and-white versions.
- Reproduction technologies shall be considered, such as printing, etching, impress, screen display and other applications. Moreover, the emblem shall be able to be reproduced in different sizes ranging from coin, badge, name card to building wrapping. The basic requirement is to ensure high definition and recognition for any form of emblem reproduction.
- Good recognition and definition of the OCA Symbol shall be ensured.
- While incorporating the culture and style of the host city/host country, considerations shall be given to the the promotion of the emblem in different countries by rights-holding broadcasters in Asia and all over the world.

(2) OCA Symbol

The OCA Constitution stipulates that: “The OCA Symbol is a bright red sun with 16 rays and a white ring in the middle. The OCA Symbol shall be the sole property of OCA and cannot be used without the prior consent of OCA President.”

The emblem of the Asian Games must contain the OCA Symbol and respect its integrity and design standard. All the rights related to the OCA Symbol belong to OCA. No entries shall be applied in any form of personal use or publication (neither in print nor electronic forms).

To ensure the integrity of the OCA Symbol, the sun shall be maximally visible against any background. No design element or image shall appear in the background of the sun. The sun shall not be altered in any ways, such as being modified in color, blocked, blurred, rotated, deformed or twisted.

The vector file of the OCA symbol can be downloaded from www.hangzhou2022.cn, the Official Website of HAGOC for design creation.

5.2.3 Ineligibility

Any entry that falls into any of the following situations would be regarded as ineligible for the Call:

- non-compliance with the specific requirements for emblem design as specified in 5.2.2;
- absence of the emblem design drawing or design specification;
- potential infringement of any third-party rights such as copyright, trademark right, patent or design patent right;
- identical or similar to the already published works (including personal works published on Internet platforms);
- containing political, religious or commercial information (including but not limited to trademarks or design patents applied for by the Participant or those in the process of registration);
- violation of the Constitution, laws and regulations of the People's Republic of China or public morals.

Part VI Submission of the Entry

The Participant must submit his/her entry as per the following requirements, or he/she shall be deemed non-compliant with the regulations set forth in this Technical Document, which will directly affect the acceptance and review of the entry by HAGOC.

6.1 Sequence of Submissions

Each entry shall consist of the following contents arranged in the following sequence:

Qualification Documents and Legal Documents:

- (1) *Letter of Commitment* (see Appendix 1);
- (2) *Letter of Authorization* (see Appendix 2, not required for natural persons);
- (3) *Participant Form* (see Appendix 3);
- (4) Other qualification documents and legal documents required by HAGOC;

Emblem design proposal for the Asian Games:

- (5) Complete design drawing;
- (6) Design specification;
- (7) Emblem application simulation.

6.2 Requirements for Document Preparation

(1) There is no limitation for the number of entries each Participant may submit. The entry shall be made in duplicate, with one being the original and the other being the duplicate. In the case of any discrepancy between the original and the duplicate, the original shall prevail.

(2) The Participant shall pack up and seal the original and the duplicate of the entry separately. The package must include an inner and an outer envelope. The outer envelope must be marked with "Original" or "Duplicate". The inner envelope shall bear the text "Qualification Documents and Legal Documents (original or duplicate)" and "Emblem Design Proposal for the Asian Games" (original or duplicate), respectively. The qualification documents, legal documents and the emblem design proposal shall be bound separately. Unsealed design proposals will not be accepted.

(3) The sealed packs (original and duplicate) shall be bound in one package with the inner and the outer envelope for the entry bearing the following text: Office of the Call for Emblem Design Proposals, the 19th Asian Games Hangzhou 2022 Organising Committee.

(4) The Participant shall, together with the entry, submit two electronic versions of the design proposal saved on CD-ROM or U disk in the format of JPG and PDF, respectively (resolution shall not be less than 300dpi). If the entry is short-listed, the Participant shall provide the vector file of the design proposal and the emblem design drawing printed on A3 paper.

(5) Requirements for the submission of the emblem design drawing:

- Typeset horizontally on a piece of A4 paper

- For the full-color emblem design drawing, the OCA Symbol and chromatic value shall be downloaded from the official website of the OCA to ensure standardized use.

(6) Requirements for the submission of the emblem design specification

- Printed or written on A4 paper

- The Participant may use text or other supporting forms to specify the design, but the specification must be clear and easy to read (no more than 300 characters).

(7) Requirements for the submission of the emblem application simulation:

- 4-5 extended application designs (relating to materials, venue space, print media or digital media) shall be provided, with each one typeset horizontally on a piece of A4 paper.

6.3 Time Frame and Submission of the Entry

(1) Time Frame

Starting time: 10:00, March 21, 2018 (Beijing Time)

Deadline: 16:00, March 31, 2018 (Beijing Time)

(2) Submission

■ Submission in person

West Lake Cultural Plaza, Xiacheng District, Hangzhou, Zhejiang Province

■ Submission by mail

Recipient: Office of Call for Emblem Design Proposals, the 19th Asian Games Hangzhou 2022 Organising Committee

Address: 7th Floor, 32 West Lake Cultural Plaza, Xiacheng District, Hangzhou 310004, Zhejiang Province

(3) The starting time and deadline of entry submission shall be the time by which the HAGOC-designated recipient receives the delivery at its designated address. The Participant must submit the entry in person or by mail to HAGOC at the designated addresses before the deadline for submission (Submission by e-mail or in any other form is not accepted). Any delayed delivery will be rejected.

(4) If HAGOC decides to postpone the deadline for submission or change the addresses for submission in person or by mail, it shall publish such information on its official website at least 10 days before the deadline. In such a case, the rights and obligations of HAGOC and the Participant are subject to the adjusted deadline.

6.4 Alteration and Withdrawal of the Entry

(1) The Participant who has submitted his/her entry may alter or withdraw the entry before the deadline, provided that HAGOC is notified with a written notice signed by the Participant himself/herself as a natural person (or by his/her legal guardian, if the natural person has no or restricted civil capacity), or by the legal representative, person in charge, or authorized representative of the Participant as a judicial person or a non-juridical organization.

(2) After the deadline, the Participant may not alter or withdraw his/her entry.

6.5 Language of the Entry

(1) The Participant shall draft the design proposal in Chinese or English. If a language other than English or Chinese is used in the original of the Qualification Documents and Legal Documents related to the Participant, the language used in the original shall prevail, while the Participant shall nevertheless provide a Chinese translation of the original.

(2) Correspondence between the Participant and HAGOC before the deadline may be in either Chinese or English.

Part VII Selection Procedure, Prizes, Determination and Use of the Emblem

7.1 Selection Procedures

(1) Upon receipt of the entries submitted by the Participants, HAGOC will conduct a format review of the submissions. Any entries that fail to meet the format requirements set forth in this Technical Document may be deemed invalid by HAGOC. HAGOC will not return any of the entries.

(2) The Participant shall discuss the possibilities of subsequent cooperation with HAGOC as per its requirements, sign subsequent legal documents and agreements, and modify the entry(ies) according to the requirements of HAGOC.

(3) HAGOC will establish a appraisal committee to assess the entries that have passed the format review and short-list 10 entries for further review. The appraisal committee will then select four entries out of 10 short-listed entries and submit them to HAGOC for final decision.

7.2 Prizes

RMB 10,000 before tax will be awarded to each of the 10 short-listed entries. RMB 30,000 before tax will be awarded to each of the four entries submitted to HAGOC for final decision. RMB 120,000 will be awarded to the final design proposal for the emblem of the 19th Asian Games. The three prizes will not be awarded in an accumulative manner, i.e. the highest prize for the short-listed entries is RMB 30,000 and the highest prize for the finally selected entry is RMB 120,000.

No extra fee will be paid by HAGOC to the Participants apart from the above-mentioned prizes. If HAGOC is required to pay taxes on behalf of the winning Participants and will deduct the amount of taxes from the prizes and pay the rest to the winning Participants.

7.3 Determination of the Final Emblem Design Proposal

The final emblem design proposal shall be approved by HAGOC and OCA.

7.4 Use of the Emblem

HAGOC has the right to use or authorize any third party to use the emblem in any form, on any medium or by any technology, for purposes including but not limited to:

- promotional campaigns organized by HAGOC or its authorized third parties, promotional materials or information produced thereby, venues, Look of the Games, cultural and educational program, volunteer activities, torch relay, and any activities related to the Hangzhou Asian Games;
- production, printing, TV broadcast, or media interactions for publicity;
- promotions through TV broadcast or by rights-holding broadcasters, marketing activities by HAGOC and its business partners, or in projects authorized by HAGOC.