

International  
Logo and  
Visual Identity  
Design Competition



*#natural*

*#rural*

*#cultural*

*#antique*

*#historical*

*#modernism*

*#fortified*

*#hospitality*

*#divers*

*#inclusive*

*#virgine*

*#wellness*

*#landscape*

*#mountains*

*#valley*

*#barns*

*#tourism*

*#hiking*

*#remote*

The Municipality of Kamenica invites all individuals, designers and brand enthusiasts to participate in the Logo and Visual Identity Competition.

This competition aims to create a distinctive logo and a visual identity that will represent our Municipality and its special character to the world.

By participating in this competition, you contribute to the process of visual transformation of Kamence and set an example for other municipalities to follow.

# 1. Description of the Municipality of Kamenica



Illustration 1.  
Hilly mountain landscape

## **1.1 History**

Kamenica, a beautiful municipality located in the heart of the Anamorava (Republic of Kosovo), has a rich and special history. From ancient settlements to more recent historical events, Kamenica represents a deep sense of continuity and heritage.

## **1.2 Geography**

The beautiful landscapes of Kamenica offer a diverse mix of natural beauty. From verdant valleys and sprawling mountain ranges, to pristine lakes and dense forests, the geography of the Municipality is simply magnificent.

## **1.3 Culture**

The cultural heritage of Kamenica is a source of pride for its residents. Traditional music, dances and festivals are living expressions of local culture. The culinary heritage that represents a fusion of different flavors and tastes adds to the community's unique identity.

## **1.4 Aspirations**

Kamenica is aiming to build on its rich history and wonderful geography. Economic growth, sustainability and preservation of cultural heritage are at the top of the municipality's vision. Becoming a center for cultural exchange and a tourist destination, Kamenica aims to share its unique charm with a local and global audience while carrying a strong sense of community.

## 2. Description of the contest



Illustration 2.

The barn (hambar) is the architectural identity

## **2.1 Objectives of the Competition:**

- Creation of a unique and memorable logo.
- Development of a coherent visual identity that contains the values, culture and aspirations.

## **2.2 Evaluation Criteria**

- Originality and creativity.
- Relevance to the culture, values and history.
- Aesthetic unity and visual impact.
- Adaptation and variety of application.
- Relationship and transition from the previous one
- Compliance with instructions and requirements.

## **2.3 Jury**

### **1. Alban Gagica;**

Graphic Designer; Art Director

### **2. Milot Gusia;**

Professor at UBT; Digital Art and Culture

### **3. Armend Berisha;**

Graphic Designer; Commercial Design

### **4. Sali Shoshi;**

CHwB Kosova; Visual Heritage

### **5. Kadri Rahimaj;**

The Mayor of the Municipality of Kamenica

## **2.4 Prices**

- **First Place: [€5000]**
- Second Place: [€1500]
- Third Place: [€1000]

## **2.5 Important Dates**

- **Delivery deadline: [15.05.2024]**
- Winner announcement: [01.06.2024]

## **2.7. Intellectual Property**

- By participating, you agree to transfer the submitted design rights to the Municipality of Kamenica for use and make modifications to these instructions if necessary.

## **2.8. Contact Information**

For any questions or additional information, please contact at **[urim.thaqi@rks-gov.net]**.



### 3. Instructions and Requirements

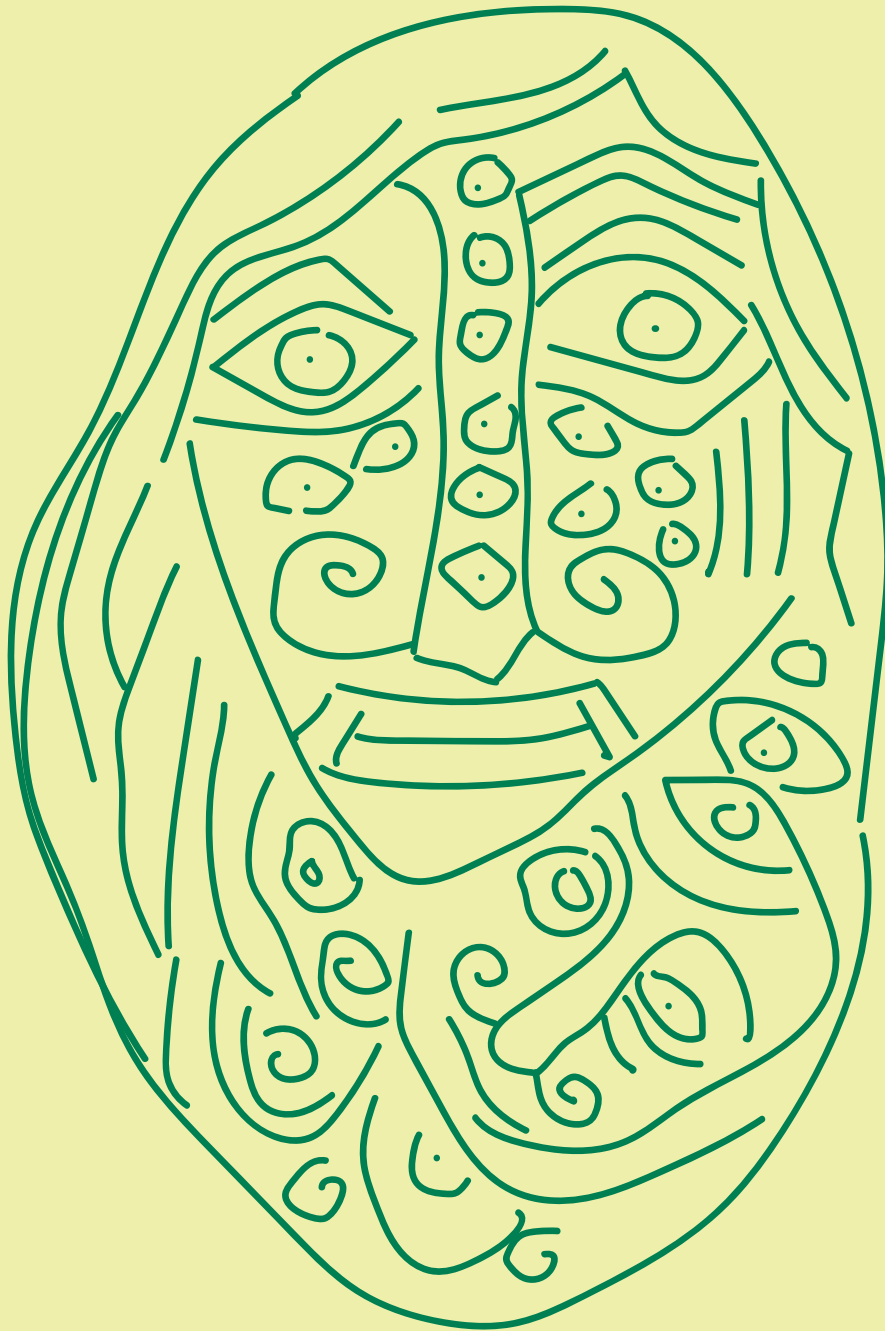


Illustration 3.  
The Illyrian Woman carved in rock

### **3.1. Logo design**

- The logo must include elements that symbolize socialisation, heritage and environment.
- It should be flexible, easy to recognize and scalable.
- Use colors that represent the culture of the municipality and the environment.
- The logo must work in color and grayscale.
- Provide variations of the logo, including a full color version and a monochrome version.
- The logo must have the version of the emblem(icon), while "The Municipality of Kamenica" must be in Albanian and Serbian, English is optional.

### **3.2. Visual Identity**

- Include color palette, figure style and design elements for consistency.
- Include examples of how the design should adapt to different sizes, ratios and minimum clear space.
- Describe how to use the logo with other graphic or text elements.
- Choose legible and appropriate fonts.
- Specify how logos should be applied to different materials and platforms:
  - Official website of the Municipality;
  - Profiles on Social Media: Facebook, Instagram, Twitter, LinkedIn, etc.
  - Printed Materials: Brochures, flyers and posters
  - Official Letters and Documents
  - Merchandise: T-shirts, mugs and more

### **3.3. Delivery Process**

- For more information about the application, visit the following link:

**[https://kk.rks-gov.net/kamenice/wp-content/uploads/sites/17/2024/05/B06-Njoftim-per-Konkursin-e-Projektimit.pdf?fbclid=IwZXh0bgNhZWOCMTAAAROY-S08MpJDW3-GgvrXIE2pUZp-zC7UXPpIFYy8WQKFEFAkDg1hAu-38z4\\_aem\\_ATzl39-KXrWjnjL8EwG9NE10LPZUjeTiEQF8Yg0ZGT8diLqhJZn4gs03BkEvmmLjSQIDzgx\\_wo2iRGMJFWujhJhc](https://kk.rks-gov.net/kamenice/wp-content/uploads/sites/17/2024/05/B06-Njoftim-per-Konkursin-e-Projektimit.pdf?fbclid=IwZXh0bgNhZWOCMTAAAROY-S08MpJDW3-GgvrXIE2pUZp-zC7UXPpIFYy8WQKFEFAkDg1hAu-38z4_aem_ATzl39-KXrWjnjL8EwG9NE10LPZUjeTiEQF8Yg0ZGT8diLqhJZn4gs03BkEvmmLjSQIDzgx_wo2iRGMJFWujhJhc)**

- For more details and submission, visit the official website of Public Procurement:

**<https://e-prokurimi.rks-gov.net/>  
**No. of Procurement KM653-24-1854-4-3-3****

- Include your name, contact information and a bio of you or your company.
- Submit a document explaining the design (Brandbook) in pdf. A4 format
- Submit the logo (color and grayscale) as vector (AI.) format in A4.
- Add a concise description [200 word limit] that narrates the intellectual background and concept of the design.

## 4. APPENDIX



Illustration 4.  
Known as one of the greenest cities in Kosova

#### *4.4. Kamenica's Current Logo*



**KOMUNA E KAMENICËS  
OPŠTINA KAMENICA**

## 4.2. Kamenica's identity elements



[https://www.ecoi.net/en/file/local/1323652/3256\\_1366724076\\_2013-01-kos-kamenicy.pdf](https://www.ecoi.net/en/file/local/1323652/3256_1366724076_2013-01-kos-kamenicy.pdf)

<https://www.albanianinstitute.org/program/a-stela-from-the-ancient-dardana-fortress/>

<https://kk.rks-gov.net/kamenice/wp-content/uploads/sites/17/2017/10/PZHK-15-11-2013.pdf>



## 4.3. Examples to consider

### 4.3.1. City of Porto Visual Identity



<https://www.behance.net/gallery/20315389/New-identity-for-the-city-of-Porto>



## 4.3.2. PLOVDIV 2019, european Capital of Culture



<https://www.behance.net/gallery/95872781/European-Capital-of-Culture-Plovdiv-2019-Branding>

### 4.3.3. PLOVDIV 2019, european Capital of Culture



[https://www.behance.net/gallery/64901451/City-of-Helsinki?tracking\\_source=search\\_projects|helsinki+brand+identity](https://www.behance.net/gallery/64901451/City-of-Helsinki?tracking_source=search_projects|helsinki+brand+identity)

### 4.3.4. City of Oslo Identity



<https://www.behance.net/gallery/79088903/City-of-Oslo-Identity>

*The competition is organized by*  
**The Municipality of Kamenica**

*Compiled by MArch, Ibrahim Beqiri,*  
*Architecture and Design Consultant*

