



CALL FOR ENTRIES FOR THE DESIGN OF THE OFFICIAL HOST CITY POSTER

FOR HOST CITY CAPE TOWN,
FIFA WORLD CUP SOUTH AFRICA 2010™

Following the launch of the official FIFA World Cup South Africa 2010™ Poster in November 2007, the City of Cape Town would like to invite designers and artists to submit designs for the official Host City Poster for Host City Cape Town.

DESIGN ESSENCE

Each of the 9 Host Cities have the opportunity to design their own poster that will serve to promote the distinctive features and unique attributes of each city and position their particular city in the context of the event. Cape Town is looking for a poster design that will capture 2010 FIFA World Cup South Africa™ and the realisation of the event brand promise "Ke Nako. Celebrate Africa's Humanity" in Host City Cape Town.

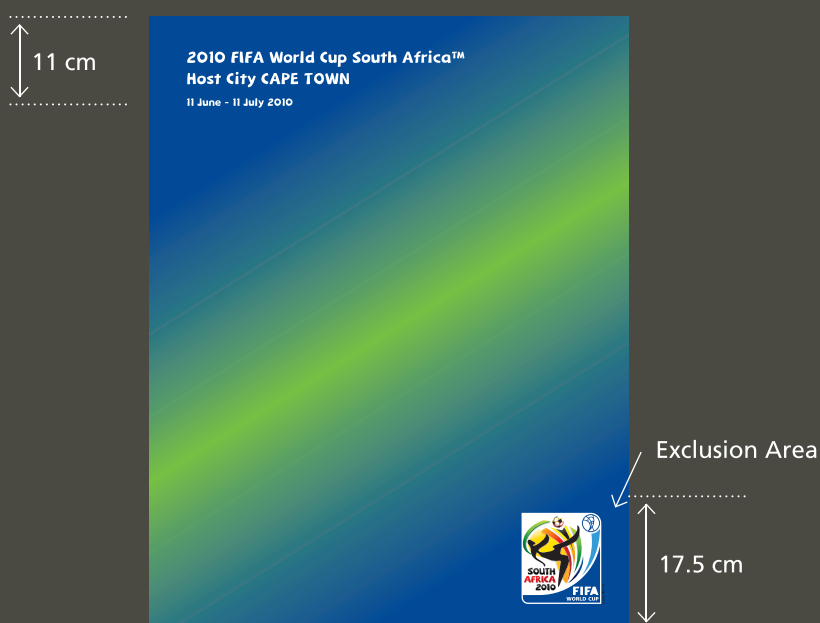
The poster will be used as a promotional tool for Host City Cape Town, before, during and after the event and will serve to strengthen the identification of the local public with the event. The poster design may also be integrated into Official Licensed Products (apparel, pins, keyrings etc.) by the FIFA appointed Licensee.

MANDATORIES

FIFA will integrate the final Host City Poster designs into a standard Host City Poster frame produced by FIFA that will contain:

- The Official emblem
- The Official event title
- The name of the Host City
- The tournament dates
- Copyright notice

Designers need to respect the positioning of these elements in the design and are not required to integrate the above elements themselves, for clarity please refer to Image 1 below. The backgrounds need to contrast well with these elements, either dark or light background colours should be used. The respective background should be non-busy (flat colour) to allow legibility of the above.



SIZE
594mm x 761mm - portrait format

COLOUR

Host City Posters will be reproduced in 4 process colours, CMYK. Designers should refrain from using neon, fluorescent or metallic colours that cannot be reproduced as CMYK.

LEVEL OF DETAIL

The poster, or elements thereof, may be reproduced in various sizes from building walls to poster size down to pin size. The reproduction process may vary from high quality litho printing to low quality silk-screen to on-screen application. Designers must respect the breadth and depth of the above applications when developing their poster design.

THE DESIGN SHOULD NOT INCLUDE

- City logos, crests, coat of arms, the Host City Composite Logo for Host City Cape Town, stadium logos or club logos
- State emblems, flags, or any emblems or any intergovernmental organisation
- Commercial, religious or political marks or any logos of any other organizations, including national associations or sporting goods logos
- Text – due to international language applications
- Images which could in any way bring the image of FIFA World Cup, the Local Organising Committee or FIFA into disrepute
- Signature or name of the artist/designer
- Third party image, work or likeness unless the image usage rights have been cleared (eg. images of famous football players or famous persons, stadia or buildings)
- Elements which are not unique and or closely resemble designs already in existence, which could infringe any existing third party rights

SUBMISSION FORMAT

Electronic submission preferred (PDF) or printed on A3 paper.

The winning designer will need to supply the poster in vector graphics saved as Adobe Illustrator AI or EPS file (version 10 or CS2 or CS1). Bitmaps may also be submitted as a Photoshop PSD file, 300 dpi.

TERMS OF AGREEMENT – PRE AGREEMENT

Will be required between Host City, FIFA and all participating designers prior to the creative process. Designers will be required to assign all intellectual property and all other rights in the winning design and all associated documents to FIFA should their design be chosen.

Terms of agreement are available from: www.capetown.gov.za/FIFAWorldCup

COPYRIGHT ASSIGNMENT

Will be required between Host City, FIFA and the winning designer after design selection. Designers will be required to assign all intellectual property and all other rights in the winning design and all associated documents to FIFA

ENTRY CLOSING DATE

12:00 pm, 6th May 2008

SELECTION PROCESS

An independent panel of design, tourism and sporting industry experts will adjudicate the poster designs and shortlist 3 designs for a public vote. The public vote will take the form of an SMS competition and will inform the final decision of the independent panel.

WINNER ANNOUNCEMENT

August 2008

The prize money for the winning entry is R25 000.00

SUBMISSION CONTACT DETAILS

Entries must be submitted into the competition box at:
2010 Office, 18th Floor, Civic Centre Building, Cape Town
Contact: Yolande Quinton (021 400 2010)