

Letter of Invitation to the Solicitation of Design Proposals for the Emblem, Slogan and Mascot of the 3rd Asian Youth Games

1. Technical Documents

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Part 1 Introduction

The Asian Youth Games is the largest comprehensive sports event for the youths in Asia. The 3rd Asian Youth Games will take place in November 2021 in Shantou, Guangdong Province, China. The seaside city will celebrate this grand sports event together with thousands of athletes, guests from various circles, sports officials and journalists from multitudes of countries and regions in Asia, as well as countless sports fans and tourists from all over the world. We look forward to presenting the 3rd Asian Youth Games as a lively and special sports event, and demonstrating the image of the host city Shantou to the world as a dynamic special economic zone, a harmonious hometown for overseas Chinese, and a precious pearl in eastern Guangdong. The Asian Youth Games will also leave a treasure of culture and sports for Shantou, for China and for the Asian Olympic Movement.

On November 20, 2019, the Office of the Steering Group for the Preparations for the 3rd Asian Youth Games (hereinafter referred to as “the Office”) solicited globally for the design of the emblem, slogan and mascot of the 3rd Asian Youth Games. We will extensively draw the creativity, inspiration, experience and wisdom from all walks of life, and give full play to the rich artistic resources and elements of the Chinese nation and unique Chaoshan culture.

A design, themed on sports and carried forward by culture, will be created to strike a chord with the people from different countries, of various ages and cultural backgrounds and at different social circles. The lively, stylish and ingenious work will be widely spread to bring the vigorous and positive Asian youths to the world stage in the new era.

The Office welcomes all people and organisations interested in designing the emblem, slogan and mascot for the 3rd Asian Youth Games to actively respond to this proposal solicitation. We especially look forward to the active participation of and works from at-school students, and young lovers of design art, either individually or as a group. Let us work together to contribute wisdom to the 3rd Asian Youth Games.

Part 2 Participant Qualifications and Matters Needing Attention

I. Participant Qualifications

1. Eligible to participate in the solicitation are natural persons, legal persons and other organisations (hereinafter collectively referred to as the Participant that can be a combination among natural persons, legal persons and other organisations) interested in designing the emblem, slogan, mascot of the

3rd Asian Youth Games, and meeting the requirements of the Letter of Invitation.

2. Participant may design one or more of the emblem, slogan and mascot according to their interests and strengths. The Office reserves the right to select and adopt a certain solicited work from the solicitation portfolios of different Participants.
3. Participant shall sign the following written and electronic documents in this solicitation:
 - (1) The Participant shall sign the Letter of Commitment of the Participant (hereinafter referred to as the Letter of Commitment) (Appendix 1).
 - (2) If the Participant is a legal person or other organisation, a written Letter of Authorisation (Appendix 2) shall be signed.
 - (3) If the Participant is a natural person, the Letter of Commitment shall be signed (if the natural person has no or restricted capacity for civil conduct, the letter shall also be signed by the guardian recognised by law, i.e. the legal guardian. Similarly hereinafter). If the Participant is a legal person or other organisation, the official seal shall be affixed to the Letter of Commitment and the Letter of Authorisation both of which shall be signed by its legal representative or person in charge.

(4) If the Participant refuses to or fails to truthfully fill in or sign the above-mentioned Letter of Commitment and the Letter of Authorisation, the Office reserves the right to reject the submission of related design proposals.

II. Matters Needing Attention

1. The Office hopes to determine the design for the emblem, slogan and mascot through this solicitation, or find traces of orientation and inspiration for the design. The Office will select the works that best meet the characteristics of the Asian Youth Games, and are the most suitable for re-development among all the proposals. The selected works, at the same time, shall guide and inspire the final design team, or provide traces of designing orientation or inspiration. Main creators of the winning proposals may be invited to the design team of the emblem, slogan and mascot.
2. The Office shall have the right to come up with the final version of the emblem, slogan and mascot by using the creative ideas of all the design proposals, and to finalise the team members for the design of the emblem, slogan and mascot. In addition to the Participants volunteering to participate in this solicitation, the Office will also invite some other eligible Participants to take part in. All Participants shall observe all the terms and conditions of

this Letter of Invitation.

3. Basic requirements for the Participants

- (1) The Participant shall bear all expenses incurred in participating in this solicitation. The Office and the Olympic Council of Asia (hereinafter referred to as the OCA) shall undertake no obligation for the above expenses.
- (2) Participants shall sign the two-party cooperation agreement with the Office which is also the drafter, within 30 days after the Participant is notified by the Office that the proposal is selected as a candidate or a winning work. If the Participants fail to sign an agreement with the Office within this given time frame, it will be deemed as a waiver to cooperate with the Office. However, the Office reserves the right to retouch the works submitted by the Participants in this scenario.
- (3) Participants shall observe the Chinese laws and regulations as well as relevant requirements of the OCA and the Office, and abide by the principles of the Asian Youth Games.
- (4) Participants shall confirm that the Office and the OCA reserve the right to gratis use the Participants proposals and the information and materials submitted for solicitation for organizing related activities and evaluating the emblem, slogan and mascot of the 3rd Asian Youth Games. The

Participant shall confirm that the Office and the OCA reserve the right to improve, process and re-create the works, information and materials. However, the Office will not disclose the work to any third party other than the Office, the OCA and the designated design teams and production companies.

Part 3 Composition and Requirements for Design Proposals (Emblem, Slogan and Mascot)

I. Composition of the Proposal

- i. The proposal shall be composed of two complete and inseparable parts. To be specific, by participating in this solicitation, the Participant agrees to sign or submit the written documents and supporting materials, as well as the design proposal.
- ii. The written documents and supporting materials that shall be signed or submitted by the Participant to participate in the solicitation activities include: Letter of Commitment, Letter of Authorisation, Participant Submission Form, and the qualification documents and legal documents required by the Office.

The qualification documents and legal documents include:
general information of the Participant (if the Participant is a natural person, it is required to attach hard copies of valid ID of the Participant and the legal guardian; if the Participant is a legal person or other organisation, it is required to attach hard copies of business license, organisational code certificate, and valid ID of the legal representative, person in charge and authoriser), as well as qualification and legal documents (hard copies of qualifications, certifications, academic certificates, professional certificates, awards certificates, etc.)

iii. Composition of the design proposal

The design proposal shall comprise the following content in the exact order: complete design sketch, design description and application plan. Specifically:

1. Complete design sketch:

Single or multiple independent coloured and black-and-white drafts of the emblem, slogan and mascot of the 3rd Asian Youth Games (there shall be a front-view draft and a three-view draft on the left, right and back for the mascot);

2. Design description of the proposals:

Names and connotations of single or multiple design proposals of the emblem, slogan and mascot, description of the design

philosophy, and a brief description of how the design sketch meets the goals;

3. Application works.

II. Requirements for Design Proposals

i. Design philosophy and goals

The emblem, slogan and mascot design of the 3rd Asian Youth Games shall reflect not only the eternal pursuit of the Asian Olympic Movement and the Chinese culture and values, but also the guiding principles of the 3rd Asian Youth Games. The design works shall:

Be inspiring, enhance cohesiveness, and win wide recognition from the domestic and international communities, especially from Asian countries. It shall motivate younger generation to participate in sports, and draw people's attention to the Asian Youth Games.

Reflect the design traditions and principles of outstanding international major sports events, and demonstrate the unique image and spirit of the host city and country.

Provide the basis for various extended applications of the promotional decorations for the Asian Youth Games (including main venues, city image, and public transportation).

The emblem and mascot shall meet the requirements of various

production techniques, and be used in three-dimensional, static and dynamic conditions, without affecting the overall visual aesthetics and clarity. Extended application in new fields of technology shall also be considered. The design works shall be suitable for viewing through TVs, mobile phones and other smart terminals which all present a sound visual effect.

The slogan, in both Chinese and English, shall be lively, far-reaching, succinct and catchy.

ii. Key words for designing the emblem, slogan and mascot of the 3rd Asian Youth Games:

Youth, vitality, stylishness, brilliance, excellence, green, sharing, openness, humanities, communication, technology, integrity

An event for the youths, culture and sports

Touch the interconnected world with unlimited speed and excellence in the 5G-empowered Asian Youth Games

Spread the wings of youths and realise dreams Asian Youth Games in passionate Shantou

The future of the world depends on Asia, and the future of Asia depends on the youths

Shantou—a dynamic special economic zone, a harmonious hometown for overseas Chinese, and a precious pearl in eastern Guangdong

iii. Specific design requirements for sub-items:

Design Item I - Emblem

1. The OCA requirements for emblem design include the following core elements:

- (1) Features of the host city and country: the design shall include the elements reflecting the culture and values of the host country and the host city;
- (2) The core element of the OCA emblem—the “shining sun” (please browse and download specific design requirements from the OCA official website (<http://www.ocasia.org>) and <http://www.2021shantou.cn>);
- (3) The Chinese PINYIN of the host city SHANTOU (or Shantou in lowercase according to the actual need of the design draft); the Arabic numerals of the year 2021; the English name of the sports event Asian Youth Games (which can be in lowercase according to the actual need of the design draft).

(Example: the emblem of the 2nd Asian Youth Games in 2013 in Nanjing, China):



2. Specific requirements of the emblem design:

(1) Features of the Asian Youth Games

One element shall not interweave and overlap with the other two elements in the emblem. The visibility and clarity of the OCA's "shining sun" shall be ensured.

The design shall be original and shall not contain any image or expression related to internationally known or generic connotations or information. It shall be eligible for copyright protection and suitable for trademark registration.

The design shall reflect the national identity of the host country, and not contain any element of the NOC logo or any similar design.

The design shall be in coloured and black-and-white drafts suitable for replicating with different techniques, such as printing, etching, stamping, and electronic screen display. Considerations shall also be made to replicate the emblem in different sizes, from as small as coins, badges and business cards, to as large as exterior walls of buildings. In no way shall the most basic requirement of clarity and visibility be jeopardised.

It is of vital importance to ensure the visibility of the emblem on various platforms such as TV, mobile phone and Internet. Thus, the design shall not be too complicated.

(2) Seal of the Shantou 2021 Asian Youth Games:

The seal of the Asian Youth Games contains the name of the host city as well as the year of the event, i.e. SHANTOU 2021 or Shantou 2021. The seal of Shantou 2021 Asian Youth Games represents a unique design element that shall be regarded as a supplement to the logo for the Asian Olympic Movement and an important independent element, as it will be used as an independent visual element of Shantou 2021 Asian Youth Games. The finalised seal font shall be original and applied to the emblem of Shantou 2021 Asian Youth Games.

(3) Use of OCA's "shining sun" symbol:

According to the OCA Constitutions and Rules, the OCA Symbol is a bright red sun with 16 rays and a white ring in the middle. All emblem designs of the Asian Youth Games shall include OCA's "shining sun" symbol whose integrity and design standards shall be respected. OCA owns all rights of its "shining sun" symbol. All design proposals are prohibited to be used for any individual promotion or publication (including printing and electronic format).

To ensure the integrity of the OCA symbol, the "shining sun" shall be presented with the highest visibility against any background. Any design elements or images are forbidden in the background of the "shining sun" symbol. The symbol shall not be altered in any way, including colour modification, covering, any form of blurring, rotation, deformation, or distortion. The reference colour values of OCA's "shining sun" are: Y100, M100. Related vector files of the OCA symbol can be downloaded from <http://www.2021shantou.cn>.



Design Item II - Slogan

1. The slogan shall fully reflect OCA's value—Ever Onward, and showcase the theme of the Asian Youth Games, which is to advocate friendship and peace, make more young people love sports, and pursue a healthy and proactive lifestyle. It shall also demonstrate the brilliance of this feast of sports and culture for Asian youths, and blend sportsmanship, Chinese culture and Shantou characteristics.
2. The slogan shall be succinct, vigorous, expressive and touching, and easy to be accepted by people from different countries (regions), and of different ages and cultural backgrounds. The creator shall try to make the slogan unique, stylish, catchy and inspiring.
3. The slogan proposals shall be original. Participants must have not published the proposals in any form at any place, or allowed any person (including natural persons, legal persons, and unincorporated organisations) to publish or use the proposals in any form at any place. The proposals shall be different from the slogans of previous major international and domestic sports events and activities.
4. The slogan language is limited to Chinese and English. The

slogan proposal in one language may be followed by the version in the other language. Description on creating the slogan shall also be attached.

5. The slogan is limited to be within 20 Chinese characters or 10 English words. Uncommon and tongue-twisting words shall be avoided.

Design Item III - Mascot

1. Requirements for designing the mascot of the 3rd Asian Youth Games:

(1) The mascot shall be designed with recognisable cultural elements or features of the host city which is Shantou in Guangdong Province in this case. The design, highlighted by novelty, uniqueness, bright appearance and creativity, shall make the audience unforgettable, and demonstrate flexibility in wider application. The lively, lovely and affable mascot shall be widely recognised by people of different cultural backgrounds, genders and ages, especially by children and adolescents.

(2) The shape of the mascot shall be highly flexible and creative, allowing the design options for different

expressions, postures and movements as needed to make it more vivid. The mascot shall meet the needs of commercial development and be applicable to all sizes (as small as badges, and as large as several-metre-high mascots); be suitable for different materials (such as metal products or stuffed toys); be suitable for all kinds of known or unknown fields, media, forms and technologies, such as: T-shirts, backpacks, cups, stationery and other licensed products, 2D or 3D animation (which can be displayed on TV, Internet, CD, mobile phones, etc.), VR, printing products, audiovisual dynamic images and broadcasts, tags, games, decorations, other licensed products and decorative installations. It shall take little effort to reproduce the mascot (when the mascot image needs to be enlarged/reduced or reproduced in coloured/black-and-white formats, only minor changes are required).

(3) The mascot shall be different from the designs of previous major international and domestic sports events and activities.

(4) The mascot shall be properly named. The name shall be

original, present uniqueness as much as possible, and be able to apply for intellectual property protection, whereas it shall not hint religious connotations, or generate associations with any third party. The mascot design sketch shall not contain any content that identifies the Participant.

(5) The mascot may be empowered, and assigned with fictional background information, such as the role, story, experience and personalities (such as lively, brave, persistent, optimistic, humorous and loving).

2. Composition of the mascot design work:

(1) The design proposal shall include: design sketch, design description and extended application. The design sketch shall include one or a set (more than one) of mascots.

(2) Design description explains in detail the basis, process, philosophy, inspiration and concept of the creative design. A story about the mascot shall be told to fully depict the style, personality, characteristics, merits, shortcomings, and super powers of the mascot.

(3) Application works refer to the extended design works in two- and three-dimensional design sketches.

Application works shall include one large and one small-scale extended designs (such as huge banners, posters, badges, large and small toys).

(4) Participant may submit extended designs based on the original design or audiovisual materials in the design proposal (not required). The extended designs may concern the mascot participating in the multiple sports of the 3rd Asian Youth Games, such as track and field, table tennis, diving, sail boarding and Wushu.

(5) The audiovisual material of the design proposal shall be an animation or video demonstrating and introducing the design works. Participants shall obtain all authorisations and licenses including portrait right and copyright, concerning the audiovisual materials of the design proposal, and ensure that such materials do not infringe any legal right of any third party.

Part 4 Submission of Design Proposals

Participants shall submit their design proposals in accordance with the following requirements, or else they shall be deemed as failing to observe the regulations in this Letter of Invitation, which will directly affect the acceptance and review of the proposals by the

Office.

The number of design proposals and design items submitted by every participant is not limited (he/she may submit one set of complete work or several sets of complete works). Every participant shall fill in and sign the Letter of Commitment (Appendix 1), Letter of Authorisation (Appendix 2, not required for natural persons), and Participant Submission Form (Appendix 3).

I. Order of Submission

1. Letter of Commitment;
2. Letter of Authorisation (not required for natural persons);
3. Participant Submission Form;
4. Qualification Documents and Legal Documents: general information of the Participant, relevant qualification and legal documents of the Participant;
5. Design proposals include the coloured and black-and-white drafts, design description and design application work of the emblem, slogan, and mascot (or any one of the three) of the 3rd Asian Youth Games;
6. Other documents which the Participant deems needed.

II. Requirements for Originals, Copies and Making of Documents

1. Participant shall put the Letter of Commitment, Letter of Authorisation, and Participant Submission Form in the same document package together with the qualification documents and legal documents, while put the design proposals in another document package. These two packages shall be bound, sealed and wrapped separately.
2. Both of the foregoing document packages shall be done in duplicate with one original and one copy. Words of “Original” and “Copy” shall be specified on the package covers. If there is any inconsistency between the original and the copy, the original shall prevail.
3. Participant shall seal and wrap the original and the copy of his or her design proposals separately. Both outer and inner covers shall be used in wrapping. Words of “Original” and “Copy” shall be specified on the outer cover, while qualification and legal documents (originals or copies), design proposals for the emblem, slogan and mascot of the 3rd Asian Youth Games shall be specified on the inner cover. Unsealed works will not be accepted.
4. The title design proposal for the emblem, slogan and mascot of the 3rd Asian Youth Games shall be specified on the inner and outer covers of the proposal. Two document packages

containing sealed original and copy shall be packed and mailed in one order to the designated address specified by the Office.

5. The originals of the Letter of Commitment, Letter of Authorisation, and Participant Submission Form shall be written in colourfast blue or black ink and be signed by the Participant. If the Participant is a natural person, the documents should be signed by the natural person himself or herself (if the natural person has no legal capacity or restricted legal capacity, his or her legal guardian's signature is also needed). If the Participant is a legal person or other organisation, the documents shall be signed and seal affixed by its legal representative, person in charge or authorised representative.
6. Each page of the original qualification document and legal document shall be signed by the natural person Participant (if the natural person has no legal capacity or restricted legal capacity, his or her legal guardian's signature is also needed), or the legal representative, person in charge or authorised representative of the legal person or other organisation with their family name or the first pinyin letter of their family name as a confirmation. The copy for submission may be a hard copy of the original design proposal.
7. Any alteration or insertion of words shall be avoided. If alteration

or insertion is unavoidable for the sake of correcting mistakes (corrections in accordance with the written requirements by the Office excluded), the natural person Participant (if the natural person has no legal capacity or restricted legal capacity, his or her legal guardian's signature is also needed), or the legal representative, person in charge or authorised representative of the legal person or other organisation shall sign or affix a seal on the place of alteration as a confirmation.

8. When submitting design proposal, the Participant shall concurrently submit two electronic copies of his or her proposal in the form of CD-ROM or USB flash disk. The electronic files shall be done in JPG and PDF (with a resolution not lower than 300 DPI) format. If the proposal is selected, the Participant shall provide the vector file of the design work.
9. As far as the design proposal is concerned, besides submitting design sketch and design description, the Participant shall submit a design application work. The design proposal and the design application work shall both be submitted in the format of JPG and PDF (with a resolution not lower than 300 DPI). There is no limitation on the format of the file of design description, which can be done in words or any other forms, but shall be clear and easy to read. Moreover, the design proposal can be

created with mapping software (could be mapping software of any kind), and can be hand-drawn. Hand-drawn works shall not be submitted in scanned or photo versions. Hard copies or editable data files may be required for submission after the deadline of the solicitation.

10. Requirements for the submission of design sketch of emblems, slogans and mascots: the design description of emblems, slogans and mascots shall be printed or handwritten on A4 paper and shall be clear and easy to read. Participant may, in keeping with design needs, attach rendering of the design work (no information, name of the participant for example, which may imply the identity of the organisation or individual is allowed).

III. Requirements on Submission Time

1. Participants shall submit the sealed design proposals in person or mail them to the Cultural Exchanges Department of the Office of the Steering Group for the Preparations for the 3rd Asian Youth Games before the deadline for submission. The Office does not assume any responsibility for the arrival of the proposal. The starting time and the deadline of submission shall be subject to the time of reception (in Beijing Time) by the designated address and recipient of the Office.

Starting time for submission: 9:00, January 1, 2020

Deadline for submission of emblems , slogans and

mascots: 16:00, April 30, 2020

Address: 5F North Auxiliary Building, Jianwei Building, No. 213
Zhongshan Road, Shantou City, Guangdong Province, P.R.
China.

Recipient: Cultural Exchanges Department, Office of the
Steering Group for the Preparations for the 3rd Asian Youth
Games.

Postal Code: 515000 Tel: +86-754-87232929 Contact person:
Lin Jian

The Office will make public announcements on any change of
address and contact information. Participants are kindly advised
to pay attention to the information.

2. Submission after deadline will not be accepted by the Office,
which will conduct a review on the format of submitted emblems
and slogans proposals from February 1, 2020, Beijing Time, and
on mascot proposals from April 1.
3. If the Office decides to postpone the deadline for submission,
the Office will make a public announcement on the WeChat
Public Account "亚青汕头" and other platforms 10 days before
the submission deadline. Under such circumstances, the rights

and obligations of the Office and the participant will concurrently be subject to the adjusted deadline for submission.

IV. Alteration and Withdrawal of the Proposal

1. The Participant who has submitted his or her proposal may, before the deadline for submission, alter or withdraw the proposal, but only with notice in writing to the Office in the form of signature by the natural person Participant (if the natural person has no legal capacity or restricted legal capacity, his or her legal guardians signature is also needed), or by the legal representative, person in charge or authorised representative of the legal person or other organisation.
2. Participants shall not alter or withdraw the proposal after the deadline for submission.

V. Language of the Proposal

1. Participants shall make the proposal in Chinese or English. If a third language is applied in the original qualification documents or legal documents related to the participant, the language applied shall prevail, but the participant shall provide a translation version in Chinese language.
2. Participants may, before the deadline for submission, choose Chinese or English as a communication language in the exchanges of mails and phone calls.

Part 5 Procedures and Reward of the Solicitation

- I. Participants may download this Letter of Invitation from <http://www.2021shantou.cn>.
- II. After receiving the proposal submitted by the Participant, the Office will conduct formal examination on the proposal. Any proposal that fails to meet the requirements of the formal examination stipulated in this Letter of Invitation will be regarded as invalid proposal by the Office. All proposals for solicitation will not be returned.
- III. After receiving the proposal submitted by the Participant, the Office will conduct formal examination on the proposal. Any proposal that fails to meet the requirements of the formal examination stipulated in this Letter of Invitation will be regarded as invalid proposal by the Office. All proposals for solicitation will not be returned.
- IV. The Office will establish a review committee to review on the proposals that have passed the formal examination. A total of no more than 100 proposals for each solicitation item will be selected for a second round of review. And at the final round, a total of 20 emblem proposals, 10 slogan proposals and 10 mascot proposals will be selected out of the second-round

review, and be submitted for the decision of the Office.

- V. Rewards for selected proposals of the three solicitation items, i.e. emblem, slogan, mascot are as follows:
1. For emblem design proposals, RMB 100,000 will be awarded for the finally selected submission, and RMB 10,000 will be awarded for each of 10 short-listed submissions (including the finally selected submission). The prizes are pre-tax. For submissions of different categories, the prizes are applicable on a cumulative basis. For submissions of a single category, the prizes will not be calculated cumulatively. The same rule applies to other categories as below).
 2. For slogan proposals, RMB 10,000 will be awarded for the finally selected submission, and RMB 5,000 will be awarded for each of 5 short-listed submissions.
 3. For mascot design proposals, RMB 100,000 will be awarded for the finally selected submission, and RMB 20,000 will be awarded for each of 5 short-listed submissions.
- VI. The final decision of emblem, slogan and mascot shall be approved by the Office, Chinese Olympic Committee and Olympic Council of Asia.
- VII. The emblem, slogan and mascot of the 3rd Asian Youth Games

will become the fundamental element and core image of the Games. The Office shall have the right to decide or allow third parties to use the emblem in any form, any media and with any technology, including but not limited to the following ways:

1. In promotions organised by, and publication or information materials made or sold by the Office or third parties approved by the Office; in venues, games images, cultural and educational programs, volunteer activities, torch relay and any activities related to the 3rd Asian Youth Games.
2. In production, printing, TV broadcasting or interactive publicity by global media;
3. In TV broadcasting, promotions by right holding broadcasters, marketing events organised by the Office and its business partners, and other programs authorised by the Office.

VIII. If two or more than two award-winning Participants emerge, they shall divide the reward up by themselves. The Office shall not be concerned with any dispute arising from it. The Office, after the completion of the solicitation and receiving all qualified documents submitted by award-winning Participants, will grant the reward after tax to the designated accounts of the Participants.