



New Branding for FERA



Summary

New graphic design contest on Desall.com: FERA and Desall invite you to create a new corporate brand identity which consists of restyling the logo, redesigning graphic templates and a new payoff.

Official contest page: <https://bit.ly/FERA-Branding>

Company description

FERA - Fabbrica Energie Rinnovabili Alternative (in English this translates to 'alternative renewable energy factory') was founded in March 2001, in Milan Italy, where it continues to have its headquarters. FERA is one of the first developers in Italy of wind power plants which produce electrical power. FERA has grown over time by building renewable energy plants in various Italian regions, investing in the most innovative technology and in environmental and land protection. Local authorities, institutions and citizens are the stakeholders with whom FERA has consolidated its reputation as an ethical company, operating according to the best practices in the sector. Thanks to renewable energy plants built by FERA, various municipalities have made a considerable contribution to achieving regional targets for the reduction of greenhouse gas emissions. From 2001 to date, FERA has achieved various ambitious objectives, thanks to its dynamic, competent team, who are aware of the social, ethical and environmental importance of renewable energy development.

What we are looking for

FERA is looking to renew its branding by restyling its logo, graphic templates and a new payoff that will clearly communicate the firm's mission statement. For more information on FERA you can visit the firm's website at <https://www.ferasrl.it/en>

Guidelines

For the correct realisation of your proposals, please take into consideration the following guidelines:

Current corporate branding: To this day, FERA's corporate branding is formed by a logo and a payoff. The logo revolves around the concept of wind energy (the 5 blue horizontal lines on the left portion of the logo) that transforms into clean Energy (represented by the capital E plus the 4 text elements on the right side portion of the logo). The logo includes the words: Fabbrica (Factory), Energie (Energy), Rinnovabili (Renewable), Alternative (Alternative) that make up the FERA acronym. These 4 words **will not** be a part of the new logo.

The current payoff, "generazione possibile" (which literally translates into 'possible generation' in English) carries three meanings:



- It is possible to generate energy in a sustainable manner;
- It is necessary to focus on a new generation of environmentally responsible bodies, such as schools, associations, etc.;
- A responsible and environmentally sustainable business model can make an environmentally greener life possible for future generations

The current logo and payoff can be found in the *material files* downloadable from the official contest page.

Requested elements and templates:

1. *Logo*: the logo should be composed of the **FERA** acronym and one or more **graphic elements** that should represent the **concept of “Wind that transforms into Clean Energy”**. The words Fabbrica (Factory), Energie (Energy), Rinnovabili (Renewable), Alternative (Alternative) **must not** be included in the new logo. It is possible to develop both a logotype and a monogram.

2. *Payoff*: the payoff should be in English and have a clear meaning. It is important that the new payoff **conveys** effectively the following **message: “FERA works to transform WIND into clean ENERGY”**. The chosen **font** should **complement the new logo** in an aesthetically pleasing manner, and designers may customize it with effects and the like. We suggest, however, not to modify the font itself.

3. *Commemorative element*: designers are requested to create an **additional graphic element** containing the **dates of FERA’s 20th anniversary: “2001-2021”**. This element will be utilized in conjunction with the logo to mark future anniversaries, too. Designers can choose a font or create a dedicated element; in either case there should be a focus on maintaining stylistic consistency with the logo.

4. *Headed paper*: it should come in A4 format, vertical orientation, and contain the logo, payoff and other information, such as address, contacts, footer etc.

5. *Headed paper for other brands within the group*: it should come in A4 format, vertical orientation, and contain the wording “Fera Company”, written in the same font as the payoff, and other information such as address, contacts, footer etc.

6. *Business card*: it should come in horizontal orientation and contain the logo, payoff and other information such as address, contacts etc.

7. *Presentation layout in horizontal orientation*: it should contain the logo, payoff and other optional information.

Style and colors: in terms of aesthetic, a modern, minimal, impactful style is preferred, with good readability and in line with market trends and brand values. As for colors, designers are free to create their own palette, although, in doing so, they should keep into consideration the renewable energy sector, in particular, the wind energy sector.



Brand values:

- Attention to the local population and ecosystems
- Environmental protection for the sake of current and future generations
- Social responsibility for a sustainable and ethical future

Additionally, FERA has:

the desire and ability to anticipate change, the vision and expertise to act outside of traditional boundaries, as well as the perseverance and ability to incorporate global values while being attentive and respectful of local objectives.

Target: FERA's client pool includes institutions, organizations, corporations, banks and investment funds. FERA also interacts with associations, schools, local communities, universities, research centres and non-governmental organizations. Generally, FERA's competitors are businesses that work with the production of renewable energy. You can download a list of all partners and most competitors at <https://www.anev.org/soci/> - the website of the National Association of Wind Energy/ Associazione Nazionale Energia del Vento - ANEV.

Deliverables: upload all images in order to present your projects in the best possible way. The images in the gallery (maximum 5) must have a proportion of 4:3; Allowed file formats: .jpg, .gif o .png; colours: RGB; max file size: 1MB. **You are invited to upload a .zip archive with the vector files** pertaining to your project(s) by using the dedicated function on the upload page when submitting your project.

Evaluation criteria: in the evaluation of your submissions the Sponsor will take into account the following criteria:

Consistency with the brand: 5/5

Aesthetic: 5/5

Communication: 4/5

Versatility: 3/5

Brand recognition: 3/5

Language: Desall is an international community, and as such all submitted texts should be in **English** (abstract, description, tags, ecc.).

Contest Timeline

Upload phase: 6 August 2021 – 9 November 2021 (1.59 PM UTC)
Client vote: from 9 November 2021
Winner announcement: approximately by the end of December 2021

Optional deadline

Concept revision: 30 September 2021 (1.59 PM UTC)

Concept revision: designers can apply, by the date indicated above, for a concept revision of their projects by the Desall Team. To apply, 1) upload the project(s), including its description, and save as draft (SAVE DRAFT) from the upload page; 2) send your request to the Desall Team via email to contest@desall.com or through the contact form. **The revision is NOT mandatory:** it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can submit one or more projects, but only the projects published on the www.desall.com website, via the upload page related to this contest will be accepted.

Award

1°: €3000

The selection of the winner by the Sponsor will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency of submitted projects with the presented brief.

Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 1000,00 = (one thousand/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more information, please login and read the [Contest Agreement](#) from the upload page. For questions about the brief please use the “Have a question” button or write to contest@desall.com

Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Hidden option: only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.