



**CITTÀ DI
POMPEI**
PATRIMONIO DELL'UMANITÀ



POMPEI BRAND IDENTITY

INTERNATIONAL CALL FOR IDEAS

for defining the visual, cultural, and narrative identity of the City of Pompeii

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ARTICLE 1 – BACKGROUND AND PURPOSE

The City of Pompeii is one of the most recognisable places in the world's collective imagination, thanks to the exceptional value of its archaeological heritage, the central role of the Shrine of the Blessed Virgin of the Rosary and its ability to attract visitors from all over the world each year.

Pompeii, however, does not belong solely to the past. It is a living, contemporary city undergoing cultural, social and economic change, now called upon to define and communicate an identity capable of connecting memory and contemporary life, archaeology and the living city, spirituality and culture, the local area and the world, heritage and the future.

Against this background, the City of Pompeii is promoting “POMPEI BRAND IDENTITY”, an initiative aimed at developing a new visual, cultural and narrative identity for the City that is contemporary, recognisable and capable of strengthening its national and international positioning.

The initiative is based on the policy directions approved by the Municipal Executive through Resolution No. 145 of 30 July 2026 and forms part of the broader process of enhancing and promoting the territorial identity of the City of Pompeii.

The goal is not merely to create a new logo, but rather in the identification of an identity system capable of representing Pompeii in its many dimensions and serving as the starting point for the subsequent development of the Pompei Brand Book.

ARTICLE 2 – SUBJECT OF THE COMPETITION

The City of Pompeii announces an International Call for Ideas entitled “POMPEI BRAND IDENTITY”, aimed at selecting a proposal for the new cultural, narrative and visual identity of the city of Pompeii.

Participants are required to develop an original and contemporary concept capable of interpreting Pompeii as a complex, living and universal reality, going beyond a representation that is exclusively archaeological or linked to the past.

The proposal must be conceived as a unified, flexible, distinctive and evolving identity system, suitable not only for the City's institutional communications but also for its progressive application in cultural, tourism, promotional, production and commercial contexts.

Over time, the identity system must allow application across different forms of expression, media, products, services, initiatives and contexts, including possible merchandising, licensing, co-branding, partnerships, collaborations and commercial or promotional projects authorised by the City of Pompeii. By way of example and without limitation, the system should be applicable to the following areas:

- Institutional, cultural and tourism communications;
- Digital communications and social media;
- Territorial promotion;
- Signage, street furniture and urban communications;
- Selfie points and urban installations;
- Events and public initiatives;
- Editorial and promotional production;
- Merchandising and Pompei-branded products;

- Packaging and identification systems for products and services;
- Mobility, means of transport and related applications;
- Fashion, design, craftsmanship and creative production;
- Licensing, co-branding and partnership initiatives with public and private entities;
- Products, services and commercial initiatives consistent with the City's identity and positioning;
- National and international communications and promotion of the City.

The project must constitute an open identity platform capable of further development over time, supporting both public and institutional communications and any future initiatives to enhance the economic value of the "Pompei" brand. The applications listed are illustrative and do not, in themselves, constitute an award, concession or authorisation to carry out specific commercial activities.

ARTICLE 3 – OBJECTIVES

The Competition wants to contribute to defining a new representation of the City of Pompeii that expresses its distinctive character, strengthens its recognisability and supports its cultural and territorial profile nationally and internationally areas.

Accordingly, the Competition pursues the following objectives:

- To build a recognisable and contemporary visual identity for the City of Pompeii;
- To strengthen the City's cultural and territorial nationally and internationally positioning;
- To move beyond communications focused exclusively on archaeology area;
- To represent the relationship between the ancient and contemporary city;
- To enhance the tangible and intangible heritage of the area;
- To enhance the City's cultural, spiritual, social and contemporary dimensions;
- To create a visual system capable of engaging with residents, visitors, institutions and the international community;
- To provide the Administration with an identity tool for institutional, cultural and tourism communications;
- To foster a new perception of Pompeii as a centre of contemporary cultural production;
- To identify an identity capable of retaining its recognisability and value over time.

ARTICLE 4 – PROJECT PRINCIPLES AND GUIDELINES

The Competition is built around the following question: "How can a city known to the world primarily through its past represent its own future?"

Proposals must interpret Pompeii while avoiding merely illustrative, celebratory or stereotypical solutions. Design research may draw on history, archaeology, landscape, urban layers, spirituality, memory, community, contemporary visual languages and international imaginaries.

The historical and archaeological heritage is an extraordinary symbolic resource for the City, but must not limit creative research.

ARTICLE 5 – INTERNATIONAL NATURE OF THE COMPETITION

The Competition is open to national and international participation.

The Administration intends to encourage the participation of qualified professionals from international contexts as well, with the aim of obtaining proposals of high design quality that can interpret Pompeii's identity through contemporary and universally recognisable visual languages.

The Call and related documentation will be made available in Italian and English.

ARTICLE 6 – ELIGIBLE PARTICIPANTS

The Competition is open to professionals, professional practices, agencies, companies and other economic operators, whether Italian or foreign, who have professionally and demonstrably carried out activities relevant to the subject of the Competition for at least five years prior to the publication date of this Call, in the fields of graphic design, communication design, visual identity, brand identity, place branding, corporate identity and visual communication.

Academies of Fine Arts and other institutions providing education in the arts and design, as well as universities through their teaching and research units working in the fields of design, graphic design, communication design, visual communication, visual arts, visual identity and branding, may also participate.

For professionals, professional practices, agencies, companies and other economic operators, the requirement of at least five years' professional experience reflects the particular complexity, institutional significance and national and international scope of the project, which is intended to define an integrated visual, cultural and narrative identity system for the City of Pompeii rather than merely a single graphic symbol or logotype.

The five-year professional experience requirement must be evidenced by the curriculum vitae and portfolio submitted by the participant, demonstrating at least five years of professional activity consistent with the fields listed above.

The minimum five-year professional experience requirement does not apply to Academies of Fine Arts, other institutions providing education in the arts and design, or eligible university units. Their relevance to the disciplinary fields specified in this Article must be demonstrated through their statutes, academic regulations, founding documents, course offerings, details of study programmes, teaching and research activities, or other suitable institutional documentation.

Participation may be individual or joint/collective, provided that the requirements of this Article are met. In the case of joint or collective participation, a contact person must be appointed for the purposes of participation in the Competition and communications with the Administration, with the members and their respective roles identified.

Each entity or person may participate in the Competition through only one application, either individually or as a member of a group or other form of joint or collective participation. The same entity or person may not participate in multiple applications, whether individually and simultaneously in a joint or collective capacity, or as a member of multiple groups.

Each participant is responsible for the truthfulness of the declarations made and for holding the necessary rights to the proposal submitted. During verification, the Administration reserves the right to request the documents needed to substantiate eligibility, the professional experience declared where

required, the disciplinary relevance of participating academic or university units, the composition of any group and the relevant powers of representation.

ARTICLE 7 – INCOMPATIBILITIES AND GROUNDS FOR EXCLUSION

Participants should have the eligibility requirements set out in Article 6 and have the legal capacity to contract with the Public Administration. Articles 94, 95, 96, 97 and 98 of Legislative Decree No. 36/2023, as amended, and the related exclusion provisions apply insofar as relevant.

The following may not participate in the Competition where situations of incompatibility or conflicts of interest arise under applicable law: elected officials and employees of the organising authority, including fixed-term employees; members of the Judging Committee; persons involved in preparing the Competition documents or organising the Competition in circumstances that could compromise equal treatment; and persons linked to the foregoing by personal, family or professional relationships giving rise to a conflict of interest that cannot otherwise be resolved. Any conflict, including a potential conflict, will be assessed by the Administration in accordance with applicable law.

Participants are prohibited from contacting members of the Judging Committee regarding their proposal or its evaluation during the Competition. They are also prohibited from making their proposal public before the conclusion of the anonymous evaluation where doing so could compromise anonymity. Further grounds for exclusion include: multiple participation by the same entity or person in breach of Article 6 of this Call; failure to meet the prescribed requirements; submission of a proposal by means other than those required; a breach of anonymity that makes the author identifiable; and untruthful declarations, without prejudice to the checks and consequences provided for by Presidential Decree No. 445/2000. In the case of a group, the exclusion of the lead entity or a member is governed by the provisions applicable to that group. Participants are admitted subject to verification of the requirements, which must be met at the deadline for participation and throughout the procedure. Provisions on the rectification or supplementation of administrative documentation apply where permitted, without any possibility of changing or supplementing the technical proposal.

ARTICLE 8 – CREATIVE BRIEF

The project must define a visual identity system capable of expressing a contemporary, recognisable and international vision of the City of Pompeii and, over time, supporting the possible promotional, production and commercial applications described in Article 2.

The proposal must be based on an awareness of the exceptional historical, archaeological, cultural and spiritual heritage associated with the name Pompeii, without limiting itself to representing that heritage or repeating symbols, images and visual languages traditionally associated with the ancient city.

The proposed identity must refer to the City of Pompeii in all its complexity and contemporary character, treating archaeological heritage as a fundamental component of its identity without allowing it to exhaust the City's representation.

The task is not merely to create a logo, but to design an integrated identity system in which symbol, typography, colour, graphic elements and compositional principles combine to form a unified, distinctive, versatile and expandable visual language.

Particular attention must be paid to the system's ability to work across the many areas through which the City communicates and may enhance its identity: institutional, cultural and tourism communications; digital tools; territorial promotion; signage and urban communications; selfie points and installations; events; publishing; merchandising; packaging; products and services; mobility and means of transport; design, fashion and craftsmanship; licensing, co-branding and partnerships; and national and international communications.

The applications presented must make it possible to understand in practical terms how the identity system can operate in different contexts and how it can develop over time without losing coherence, recognisability or distinctive character.

Each proposal must include at least: a design concept; an identifying symbol and/or logotype; a visual system and related compositional principles; a colour system; a typographic system; applications of the identity system; and a vision of its possible evolution and development.

Participants retain full creative freedom within the objectives, principles and requirements laid down in this Call.

ARTICLE 9 – DOCUMENTS AND MATERIALS TO BE SUBMITTED

To enter the Competition, each participant must submit the required documentation in accordance with this Article and Article 10.

Participation takes place through the TRASPARE electronic platform by uploading the following envelopes:

- Electronic Envelope A – Administrative documentation;
- Electronic Envelope B – Technical and creative proposal.

The optional submission of physical prototypes, models and samples is governed separately in this Article.

9.1 – ELECTRONIC ENVELOPE A – ADMINISTRATIVE DOCUMENTATION

Electronic Envelope A must contain only the participant's administrative and identifying documents:

- a. Application for participation, prepared using Annex A.
- b. For professionals, professional practices, agencies, companies and other economic operators eligible under Article 6: a CV and portfolio demonstrating at least five years of professional experience and the relevance of their activities to the fields specified in that Article.
- c. For Academies of Fine Arts, other arts and design education institutions and universities eligible under Article 6: institutional documentation demonstrating the relevance of the participating unit to the disciplines specified in that Article.
- d. In the case of joint or collective participation: a list of members, their respective roles and the relevant documentation required by this Call.
- e. Declaration of originality, ownership and availability of rights in the proposal and its constituent elements, prepared using Annex B.

Envelope A is kept separate from Envelope B and is not made available to the Judging Committee until anonymous evaluation has been completed, without prejudice to administrative checks carried out by authorised staff.

9.2 – ELECTRONIC ENVELOPE B – TECHNICAL AND CREATIVE PROPOSAL

Electronic Envelope B must contain only the creative materials intended for evaluation by the Committee.

The technical submission must include the following materials:

- a. General presentation board illustrating the proposal and concept.
- b. Explanatory report on the concept, identity values, cultural and narrative meaning, and reasons underlying the creative choices.
- c. Brand mark and/or logotype in its main configurations, including colour, monochrome, positive and negative versions.
- d. Visual system, distinctive graphic elements and compositional principles.
- e. Primary and secondary colour palettes.
- f. Typography system and general guidelines for its use.

- g. Illustrative applications for institutional, cultural, tourism and digital communications, territorial promotion, events, signage and urban communications.
- h. At least five mock-ups on different media and in different contexts, which may include selfie points, installations, publishing, merchandising, packaging, mobility, products and services.
- i. Vision for the brand's potential evolution, including applications that may be authorised for licensing, co-branding and partnerships.
- j. Additional optional illustrative materials, which may not replace the mandatory materials.

Only where the participant intends to submit physical, models or samples prototypes must the general presentation board referred to in point (a) above display an anonymous matching code consisting of eight randomly selected alphanumeric characters (uppercase letters and digits, without spaces), chosen independently and not traceable to the participant's identity.

The same code must appear in Annex C and on the paper copy placed inside the anonymous inner box. All materials in Envelope B must be anonymous and must not digital bear or handwritten signatures, names, professional logos, contact details or identifying metadata. File formats and upload limits are those specified in the TRASPARE procedure.

9.3 – PHYSICAL PROTOTYPES, MODELS AND SAMPLES – OPTIONAL SUBMISSION

Without prejudice to the mandatory electronic submission of Envelopes A and B, participants may optionally submit, at their own expense and responsibility, physical prototypes, models and samples of

the proposed applications, solely to enable the Committee to understand more immediately and fully the possible practical applications of the proposed visual identity.

By way of example and without limitation, these may include:

- Prototypes or models of selfie points.
- Plaques and panels.
- Prints on Plexiglas or other media.
- Samples showing applications of the brand mark.
- Other demonstrative items consistent with the design proposal.

These items are illustrative and demonstrative only and don't constitute detailed or execution-stage designs for the relevant installations or applications.

Where reduced-scale models or prototypes are submitted, participants may indicate the scale or, alternatively, the dimensional and proportional ratios used, solely to facilitate proper understanding of the proposed solution.

Final dimensions of any future implementation are not required. They will be determined by the Administration at a later stage in light of the installation site, intended use, functional requirements and any technical, authorisation and safety constraints.

Participants may also indicate, for guidance only, envisaged materials, media, finishes and technical solutions; these indications shall not bind the Administration.

Submission of prototypes is optional: it does not replace mandatory digital materials, and failure to submit them does not entail exclusion or any penalty.

9.3.1 – Anonymous matching code and Annex C

Only participants submitting physical samples, models or prototypes, must complete Annex C – Anonymous Accompanying Form, without a signature or identifying information.

The participant must independently choose an anonymous matching code consisting of eight random alphanumeric characters, using uppercase letters and digits only, without spaces.

The same code must appear:

- On the general presentation board of the technical proposal in Envelope B.
- On the digital copy of Annex C uploaded to Envelope B.
- On the paper copy of Annex C placed inside the anonymous inner box.

Both copies of Annex C must bear the same code and a brief description of the physical prototypes, models or samples submitted.

The anonymous matching code serves exclusively to allow the Committee to examine the physical materials together with the corresponding technical proposal. It does not replace the confidential identification codes automatically assigned by the TRASPARE platform.

Annex C is not required where no physical materials are submitted.

If the digital copy of Annex C is absent from Envelope B, the participant is deemed not to intend to submit physical prototypes, models or samples. Such materials may not be submitted or supplemented after the deadline established by this Call.

9.4 – SIZE, WEIGHT AND PACKAGING LIMITS

To ensure proper receipt, handling, storage and evaluation, any physical prototypes, models and samples relating to the same proposal must be contained in a single parcel meeting the following requirements:

- Maximum external dimensions: 80 × 60 × 60 cm.
- Maximum total weight: 20 kg, including packaging.

Where the proposed solution concerns installations, selfie points, urban elements, structures or other applications whose actual dimensions exceed these limits, participants may represent them using reduced-scale models or prototypes.

Indications of scale and dimensions are for illustration only and do not bind the Administration. Final dimensions of any future implementation will be determined at a later stage in light of the installation site, intended use, functional requirements and any technical, authorisation and safety constraints.

Items must be adequately packaged so that they can be handled, opened, examined and stored normally, without requiring the Administration to provide special vehicles, equipment, specialised personnel or storage arrangements.

The following may not be submitted:

- Dangerous, perishable, flammable, explosive or toxic materials.
- Items liable to cause damage to persons, property or premises.
- Items requiring special storage, power-supply or custody conditions.

The above limits on dimensions, weight and packaging apply exclusively to the submission of physical prototypes, models and samples for the Competition and do not impose dimensional, material or technical constraints on any future implementation of the applications represented.

Physical prototypes, models or samples that do not comply with this paragraph may be refused or, if already received, withheld from the Judging Committee, without excluding the design proposal from the Competition or penalising its evaluation, given that submission of such materials is optional.

9.5 – DELIVERY, SHIPPING AND PROTECTION OF ANONYMITY

9.5.1 – Deadline and delivery address

Physical samples, models and prototypes may be delivered by hand or shipped at the participant's expense and must be received by the application deadline at the following address:

City of Pompeii – Piazza Bartolo Longo, 36 – 80045 Pompei (NA), Italy.

Compliance with the deadline is determined by actual receipt by the Administration, not by the shipping date.

9.5.2 – Anonymous inner box

Submitted items must be placed in a closed, anonymous inner box bearing no names, signatures, contact details, professional logos or other identifying elements.

No alphanumeric matching codes or other identifying marks may appear on the inner box. Only the following wording is permitted:

POMPEI BRAND IDENTITY – INTERNATIONAL CALL FOR IDEAS PHYSICAL PROTOTYPE, MODEL OR SAMPLE

A paper copy of Annex C, unsigned and bearing the same anonymous code and a brief description of the physical samples, models or prototypes, must be placed inside the anonymous box.

9.5.3 – Outer packaging

The anonymous inner box must be placed inside outer packaging suitable for shipping or delivery.

The outer packaging may bear sender details solely for transportation and delivery purposes.

The outer packaging must enable the Administration to identify with certainty the participant who delivered the parcel and match it to the corresponding application. For this purpose, the participant must indicate their identifying details and the Competition particulars on the outer packaging. The offices concerned record receipt and the correspondence between the parcel and the application, documenting these operations and keeping the identifying details separate from the anonymous inner box and the documents intended for the Judging Committee.

9.5.4 – Receipt and custody

The municipal offices responsible for receipt must separate the outer packaging, containing any sender identification details, from the anonymous inner box.

Receipt, separation of packaging and custody are carried out by designated Administration staff in compliance with anonymity requirements and recorded in a confidential internal register, including in electronic form, to which the Judging Committee has no access during evaluation.

9.5.5 – Matching to the technical proposal

The Committee receives only the anonymous inner box and may match it to the corresponding technical proposal using the anonymous code appearing in the paper Annex C inside the box and in Envelope B. If a physical item cannot be reliably matched to its corresponding technical proposal, that item will not be evaluated, without affecting the validity of the electronic application and without any penalty for non-evaluation of the prototype.

9.5.6 – Retention and non-return of physical materials

Physical samples, models and prototypes delivered for the Competition shall remain in the possession of the Municipality of Pompeii and shall not be returned to participants, regardless of the outcome, including where a proposal is not shortlisted or does not win. Retention of physical materials by the Municipality does not entail acquisition of intellectual property rights in the design proposals, without prejudice to uses authorised under Article 18 of this Call.

ARTICLE 10 – DEADLINE AND PROCEDURE FOR SUBMITTING APPLICATIONS

Applications must be submitted through the City of Pompeii's certified digital procurement platform TRASPARE at <https://comunepompei.traspare.com/> no later than 90 (ninety) days after publication of this Call, by the date and time specified on the platform: <https://comunepompei.traspare.com/>
After registering on the platform, participants must submit exactly two electronic envelopes:

- Envelope A – Administrative documentation;
- Envelope B – Technical and creative proposal.

Administrative documents must be digitally signed in accordance with the procedure instructions; technical documents must remain anonymous and unsigned.

STEP 1 – PREPARATION OF ELECTRONIC ARCHIVES

Participants must prepare two separate .zip or .rar archives containing, respectively:

- The administrative documentation required by Article 9 for Envelope A.
- The design materials required by Article 9 for Envelope B.

The administrative documents and their electronic archive must be digitally signed in accordance with the TRASPARE platform instructions.

Technical documents and their electronic archive must not be signed and must not contain names, contact details, professional logos or any other elements identifying the participant.

Only where a participant submits physical samples, models or prototypes must Envelope B also contain a digital copy of Annex C – Anonymous Accompanying Form, unsigned and bearing the eight-character alphanumeric anonymous matching code.

The same code must appear on the general presentation board illustrating the proposal and concept, as provided for in Article 9.

The anonymous matching code does not replace the confidential codes automatically assigned by the TRASPARE platform.

STEP 2 – ELECTRONIC UPLOAD AND SUBMISSION

Before the deadline, participants must:

1. Log into the TRASPARE platform using their credentials.
2. Find the Competition under “GARE – CONCORSI DI PROGETTAZIONE/IDEE” and select “PARTECIPA”.
3. Upload the administrative archive in the “BUSTA AMMINISTRATIVA” section.
4. Upload the technical and creative proposal archive in the “BUSTA TECNICA” section.
5. Complete the procedure by selecting “INVIA OFFERTA”.

Upon submission, the system automatically generates the document called “BUSTA DI GARA TELEMATICA”. An application is considered duly submitted only after final submission has been completed and confirmed by the platform, with the date and time recorded. Participants must verify that submission has been completed correctly and that the application appears under “Offerta inviata”. Merely uploading documents without completing final submission does not constitute valid submission. All operations must be completed by the deadline shown on the platform.

CLARIFICATIONS AND COMMUNICATIONS

Requests for clarification must be submitted exclusively using the “RICHIESTA CHIARIMENTI” function on the TRASPARE platform, within the deadline specified in the procedure.

Replies and Competition communications will be made available through the platform in accordance with the electronic procedure.

For further technical and operational details, reference is made to the operating manual for single-stage design/ideas competitions, available directly on the TRASPARE platform.

ARTICLE 11 – ANONYMITY OF PROPOSALS

Design proposals shall be evaluated anonymously.

During evaluation, the Judging Committee shall have access only to anonymous, unsigned documents in Envelope B and any physical prototypes, models or samples submitted anonymously.

Administrative documentation in Envelope A, including information identifying participants, is handled separately from the technical proposal. During evaluation, the Committee must not be able to ascertain the authors' identities through platform functions or technical documents.

Design materials, Annex C and any physical prototypes, models or samples must not contain names, signatures, professional logos, business names, contact details or any other elements permitting direct or indirect identification of the participant.

Only where physical prototypes, models or samples are submitted must the participant use an anonymous matching code consisting of eight random alphanumeric characters (uppercase letters and digits, without spaces), as provided for in Article 9.

The same code must appear:

1. On the general presentation board illustrating the proposal and concept in Envelope B.
2. In the eight boxes provided on the digital copy of Annex C uploaded to Envelope B.
3. In the eight boxes provided on the paper copy of Annex C placed inside the anonymous inner box.

The anonymous matching code must not appear on the outside of the anonymous inner box, on which only the wording permitted by Article 9.5.2 of this Call may appear.

The anonymous matching code serves exclusively to enable the Committee to match physical prototypes to the corresponding technical proposal. It must not contain elements traceable to the author's identity and does not replace the confidential identification codes automatically assigned by the TRASPARE platform.

Staff responsible for receiving and storing physical prototypes must keep identification details on outer packaging separate from the anonymous inner boxes. The Committee receives only anonymous inner boxes, without any sender-identifying details.

The TRASPARE platform automatically assigns confidential identifiers in accordance with its operating manual. Anonymity is maintained throughout technical evaluation.

At the end of technical evaluation, the system makes available the document matching the confidential codes, allowing subsequent administrative identification and verification of participants in accordance with the procedure.

Any breach of anonymity requirements that makes the author of a proposal identifiable during technical evaluation shall result in exclusion from the Competition.

ARTICLE 12 – JUDGING COMMITTEE

Proposals shall be evaluated by a Judging Committee consisting of at least three experts, as provided for by Municipal Executive Resolution No. 145 of July 30th 2026.

The Committee shall consist of highly qualified and distinguished Italian and/or international professionals with experience in graphic design, branding, visual communication, visual arts, place marketing, and the enhancement of cultural and tourism heritage.

Members shall be selected with regard to the quality and relevance of their professional experience, in order to ensure a competent and authoritative evaluation appropriate to the national and international significance of the project for the City of Pompeii.

The Committee shall be appointed by a subsequent measure, in accordance with applicable legislation. The names of its members shall be published in accordance with the applicable legal provisions.

If the number of applications received or proposals admitted is particularly high, the Judging Committee may make use of a support team designated by the Administration for preliminary review, organisational activities and technical-administrative support. Evaluation, scoring, ranking and identification of the winning proposal shall in all cases remain the exclusive responsibility of the Judging Committee.

ARTICLE 13 – EVALUATION CRITERIA AND PROCEDURES

The Judging Committee shall evaluate admitted design proposals, awarding each proposal a maximum overall score of 100 points on the basis of the criteria and evaluation elements set out below.

The evaluation is intended to establish a provisional ranking and identify the finalist projects, which shall subsequently undergo pairwise comparisons in accordance with this Article in order to select the winning proposal.

Evaluation of any prototypes, models and physical samples. Any prototypes, models and physical samples submitted under Article 9 shall serve solely as demonstrations and aids to understanding the design proposal. The Committee may consider them under the relevant evaluation criteria set out in this Article, particularly as regards the applicability, versatility and adaptability of the proposed identity system. Their submission shall not result in additional or separate points beyond those provided for in the evaluation grid. Failure to submit them shall not be regarded negatively or result in any penalty: the Committee shall evaluate the quality of every proposal against the same criteria.

Criterion	Evaluation elements	Maximum points
1. Quality, originality and strength of the concept	Originality of the idea; quality of research; conceptual depth; coherence between concept and visual solution; ability to avoid conventional, overly literal or stereotyped solutions.	25
2. Ability to interpret Pompeii's identity	Ability to represent Pompeii's distinctive character; relationship between memory and contemporary life, ancient city and living city, spirituality and culture, heritage and future; recognisable connection with the local area.	20
3. Quality and contemporary character of the visual system	Quality of the mark/logotype; effectiveness of graphic composition; colour and typographic systems; overall coherence of the visual language; contemporary character without dependence on short-lived trends.	20

Criterion	Evaluation elements	Maximum points
4. Universality and international communication potential	Immediacy and intelligibility of the identity system in different cultural contexts; ability to represent Pompeii to national and international audiences; communicative impact and memorability.	15
5. Flexibility, applicability and capacity to evolve	Ability of the identity to work across different media, formats, scales and channels; effectiveness of proposed applications; adaptability to institutional, cultural, tourism, urban and digital communications; scope for evolution over time.	15
6. Durability and overall coherence	Ability to retain recognisability and value over time; balance between innovation and permanence; solidity and overall coherence of the proposed system.	5
TOTAL		100

Method for assigning coefficients

For each criterion, each Committee member shall assign a coefficient between 0 and 1 according to the following assessment scale:

Assessment	Coefficient
Inadequate	0.00
Seriously insufficient	0.01 to 0.20
Insufficient	0.21 to 0.40
Satisfactory	0.41 to 0.60
Good	0.61 to 0.80
Very good	0.81 to 0.90
Excellent	0.91 to 1.00

Within each assessment band, each Committee member shall assign the specific coefficient considered most representative of the proposal's quality in relation to the criterion being evaluated.

The final coefficient for each criterion shall be the arithmetic mean of the coefficients awarded by the individual Committee members. The score for each criterion shall be calculated using the formula $P = C \times P_{max}$, where P is the score awarded for the criterion, C is the average coefficient assigned by the Committee and P_{max} is the maximum score available for that criterion.

The proposal's overall score shall be the sum of the scores obtained for the individual criteria, up to a maximum of 100 points. These scores shall be used to establish the provisional ranking and identify finalist proposals in accordance with the threshold and procedures set out below.

Minimum eligibility threshold. Only proposals achieving an overall score of at least 60/100 shall be deemed eligible.

The first five eligible proposals in the provisional ranking shall be designated as finalists, provided they have reached the minimum eligibility threshold, together with any proposals tied for fifth place. If fewer than five proposals meet the threshold, all proposals scoring at least 60/100 shall be finalists.

Pairwise comparisons among finalist projects

Finalist proposals shall be subjected to pairwise comparisons by the Judging Committee.

Solely for comparison purposes, and while preserving anonymity, finalist proposals shall be identified conventionally by letters or anonymous codes. Where there are five finalists, the letters A, B, C, D and E shall be used.

Each proposal shall be compared with every other proposal. The following matrix provides an example for five finalist proposals:

Proposal	A	B	C	D	E
A	—	A/B	A/C	A/D	A/E
B		—	B/C	B/D	B/E
C			—	C/D	C/E
D				—	D/E
E					—

If the number of finalists differs from five because of ties or because fewer proposals have qualified, the pairwise comparisons shall include all finalist proposals. The total number of comparisons shall be calculated as $N \times (N - 1) / 2$, where N is the actual number of finalists.

The strength of preference shall be expressed on the following scale:

Comparative assessment	Value
Substantive tie / equivalence	0
Slight preference	1
Significant preference	2
Clear preference	3

The value assigned shall be awarded to the proposal considered preferable in each comparison. In the event of a substantive tie, both proposals shall receive a value of 0.

At the end of the comparisons, the values assigned by the Committee members shall be added together for each finalist proposal. The proposal obtaining the highest aggregate value in the pairwise comparisons shall be ranked first in the final ranking and identified as the winning proposal.

The scores obtained in the 100-point evaluation shall be used exclusively to identify the finalist projects and shall not be added to the results of the pairwise comparisons. The admission of proposals tied at the finalist-selection stage shall not entail the application of preferential criteria among proposals awarded the same score.

If the final pairwise comparison results in a tie, the Committee shall conduct an additional direct comparison exclusively between the tied proposals and select the winning proposal by majority decision, duly justified in the official minutes.

ARTICLE 14 – SELECTION PROCEDURE AND ESTABLISHMENT OF THE RANKING

The selection procedure shall comprise the following stages:

- a. Receipt of applications and verification of administrative documentation. The Administration, through authorised administrative personnel, shall verify the regularity of the documents submitted and compliance with the requirements of the Call, ensuring separation between administrative documents identifying participants and anonymous technical submissions.
- b. Admission to technical evaluation. Once administrative verification has been completed, the technical submissions of admitted applications shall be made available anonymously to the Judging Committee for evaluation.
- c. Evaluation of proposals. The Committee shall award scores in accordance with the criteria and procedures established in Article 13.
- d. Establishment of the ranking of anonymous proposals. At the end of the technical evaluation, the Committee shall establish and record in the minutes the ranking of anonymous proposals in descending order of score, without knowing the participants' identities. Proposals scoring at least 60/100 shall be deemed eligible.

Identification of finalist proposals. The first five proposals in the provisional ranking scoring at least 60/100 shall advance to the pairwise comparison stage, including any proposals tied for fifth place. If fewer than five proposals qualify, all proposals scoring at least 60/100 shall advance, as provided for in Article 13.

- e. Pairwise comparisons and selection of the winning proposal. The Committee shall compare all finalist proposals in pairs while preserving anonymity, in accordance with Article 13; it shall then establish and record the final ranking and identify the winning proposal. Scores from the first stage shall not be added to the pairwise comparison results.
- f. Matching proposals to participants and verification. Only after completion of the pairwise comparisons and establishment of the anonymous final ranking shall authorised administrative personnel identify the participants using the correspondence document for confidential codes generated by the TRASPARE platform, recording the operations in the minutes. Approval of the outcome and final designation of the winner shall remain subject to administrative checks and any further verification required by this Call and applicable legislation.

- g. Public presentation and announcement. The Administration may organise a public event to present the finalist proposals and announce the winning project, in accordance with Article 17 of this Call.

Any public consultation shall serve exclusively participatory, informational and cultural communication purposes; it shall not award points or change the ranking established by the Committee.

ARTICLE 15 – PRIZE

The project ranked first shall receive a total prize of €10,000.00 (ten thousand euros), gross of any applicable withholding taxes and tax charges. The prize includes the services required to develop and deliver the final POMPEI BRAND BOOK and the institutional Brand Kit, as regulated by Article 16, without any additional remuneration.

ARTICLE 16 – COMPETITION OUTCOME AND POMPEI BRAND BOOK

The winning proposal shall form the design basis for the definitive visual identity. The first-ranked participant shall develop, refine and deliver to the Municipality of Pompeii the POMPEI BRAND BOOK and the related institutional Brand Kit, taking into account the Administration's instructions while respecting the selected creative approach. The POMPEI BRAND BOOK is the technical and operational visual identity manual, intended to regulate the uniform and reproducible use of the brand

and coordinated graphic elements across institutional, territorial, promotional and digital media. The manual shall contain the requirements and application sheets listed below:

- Identity and brand: concept, values, geometric construction of the brand mark and logotype, proportions, dimensional relationships, clear space, minimum sizes, permitted variants and prohibited uses.
- Colours: primary and secondary palettes, CMYK, RGB and HEX codes and, where relevant, Pantone references; rules for combinations, contrast and use on light, dark, photographic and coloured backgrounds.
- Typography and composition: type families, weights, hierarchies, sizes, line spacing, margins, alignments, grids and layout criteria.
- Reproduction and coordination: positive, negative, monochrome and small-size versions; positioning in relation to other brands, coats of arms and names; examples of correct and prohibited uses.
- Administrative applications: technical sheets specifying formats, dimensions, margins, distances, brand positioning and printing specifications for letterhead, envelopes, business cards, folders, forms, presentations, institutional documents and, where permitted, stamps.
- Communication applications: rules and templates for posters, notices, brochures, publications, tourism and cultural materials, signage, panels, displays and promotional media.
- Digital applications: adaptations for the institutional website, social media, profile pictures, cover images, web content and digital presentations, with dimensions and formats appropriate to each use.

For each main application, the manual shall specify, in relation to the medium, the dimensions, margins, distances, colour codes, fonts, positioning criteria and specifications necessary for faithful reproduction, together with explanatory graphic examples. The institutional Brand Kit is the collection of ready-to-use and editable digital files: it shall include the brand in its approved variants in vector and raster formats, coordinated graphic elements, production-ready templates for the main applications, print and digital files, and the source files needed to enable the municipal offices to manage the identity independently. The POMPEI BRAND BOOK shall be delivered as a PDF; the Brand Kit shall be delivered in formats suitable for printing and publication, including editable source files. Use of the municipal coat of arms, official stamps and other already regulated institutional signs shall comply with the applicable rules; where permitted, the new identity system shall define only how these are coordinated graphically.

The preparation, refinement and delivery of these products are included in the prize referred to in Article 15. The final Brand Book and Brand Kit are required exclusively from the winner and are not mandatory submission materials for Envelope B.

ARTICLE 17 – FINAL EVENT AND COMMUNICATION OF RESULTS

The Competition may conclude with a public event dedicated to presenting the finalist proposals identified under Article 14 and announcing the winning project. The final event, which may for example

be called “Pompei Brand Day”, may include meetings, talks, finalist presentations, project exhibitions and opportunities for public discussion, including in forum format.

ARTICLE 18 – ORIGINALITY, INTELLECTUAL PROPERTY AND USE OF PROPOSALS

Each participant warrants that the submitted design proposal is original and the product of the creative work of the participant and/or project team members, and that it does not infringe copyrights, intellectual or industrial property rights, image rights or other third-party rights. The constituent elements of the proposed identity system must be fully and lawfully available to the participant and must not be subject to third-party rights, licences, restrictions or limitations incompatible with the City of Pompeii acquiring and fully exercising the rights provided for in this Call. The participant assumes full responsibility for the originality, ownership and lawful availability of the proposal and its constituent elements. By entering the Competition, each participant grants the City of Pompeii, free of charge and strictly for purposes connected with the procedure, permission to reproduce, publish, exhibit, communicate, document and archive the submitted proposal, with acknowledgement of its author once anonymity has ended. For the winning proposal, the prize referred to in Article 15 is also awarded in consideration of the assignment to the City of Pompeii, to the extent permitted by law and as provided for in this Call and the procedural documents, of the economic exploitation rights in the proposal, under the terms and for the uses specified below. To the extent permitted by applicable legislation, the assignment shall include the City of Pompeii’s right to use, reproduce, publish, communicate, distribute, display, adapt, rework, modify, develop, integrate and apply the winning proposal, directly or through third parties appointed or authorised by the Administration, on any medium, in any format and through any channel, including applications and uses beyond those illustrated in the submissions made for the Competition. The identity system may be used and developed for institutional, cultural, tourism, promotional and commercial purposes, including, by way of example, merchandising, products, services, packaging, installations, signage, urban communications, means of transport, digital tools and channels, licensing, co-branding and partnerships. The author’s moral rights shall remain unaffected in the cases and to the extent provided for by applicable legislation. The assignment of economic exploitation rights shall not constitute a waiver or transfer of moral rights where such rights are inalienable by law. The winning participant undertakes to sign the documents necessary to formalise the assignment of economic rights and to deliver to the City of Pompeii the source files, production files and any further technical elements needed to use, reproduce, adapt, modify and develop the identity system, as provided for in the procedural documents.

ARTICLE 19 – POSSIBLE SUBSEQUENT DEVELOPMENT OF THE PROJECT

The award of any further services for developing, implementing or applying the identity system shall not follow automatically from winning the Competition. The obligations to develop, refine and deliver the final POMPEI BRAND BOOK and institutional Brand Kit under Articles 15 and 16, which are included in the Competition prize, remain unaffected. Any subsequent award of additional services shall

be made only where permitted and in accordance with the procedures provided for by applicable legislation and the procedural documents.

ARTICLE 20 – INTERNATIONAL COMMUNICATION AND DISSEMINATION

The City of Pompeii may support the publication and conduct of the Competition with a national and international communication and promotional campaign, including through newspapers, magazines, digital publications, online platforms and social media channels. Any such campaign shall seek to maximise awareness and dissemination of the Call, encouraging participation by qualified Italian and international professionals, designers, studios and operators in the fields of design, communication and creativity. Communication methods and tools shall be determined by the Administration in light of its organisational assessments and available resources.

ARTICLE 21 – PROCESSING OF PERSONAL DATA

Personal data collected in connection with this procedure shall be processed by the City of Pompeii in accordance with Regulation (EU) 2016/679 and applicable national personal data protection legislation, for purposes connected with the management of the Competition and the resulting institutional obligations. Information on the processing of personal data is set out in Annex D – Privacy Notice, which forms an integral part of this Call.

ARTICLE 22 – FINAL PROVISIONS

Participation in the Competition constitutes full acceptance of the provisions of this Call and its annexes. Matters not expressly regulated by this Call shall be governed by the applicable legislation in force and by the measures adopted by the City of Pompeii. The Call and the essential procedural documents are published in Italian and English. In the event of interpretative discrepancies between the language versions, the Italian text shall prevail, unless expressly provided otherwise in the publication documents. In accordance with applicable legislation and the required publication procedures, the Administration reserves the right to exercise the powers permitted by law concerning the continuation, suspension, amendment or revocation of the procedure.

ANNEXES

- Annex A – Application form template
- Annex B – Declaration of originality, ownership and rights in the proposal
- Annex C – Accompanying form for any prototypes, models and physical samples (to be submitted only where physical materials are provided)
- Annex D – Privacy notice on the processing of personal data