

深圳市南山区形象标识体系评选办法

Measures for the Evaluation of Nanshan District Logo & Slogan Contest

一、 评选方式

I. Evaluation Method

为规范深圳市南山区标识形象体系评选工作，确保本次征集评选的权威性、公正性，秉承按照“公平、公正、公开”原则，邀请包括南山区相关领导、高等院校专家学者、行业领域知名人士、业界著名设计师、社会代表等组成“深圳市南山区标识形象体系”评审委员会，审定评审标准与评奖办法，负责组建和管理评审专家库，组织评审工作，确定获奖名单。

To standardize the evaluation practices of Nanshan district logo & slogan contest and ensure the authority and fairness of the contest, we have, adhering to the principle of “fairness, justice and openness”, formed an evaluation committee whose members include officials from Nanshan district government, experts and scholars from universities and institutions, well-known figures, renowned designers, as well as representatives from all walks of life. The evaluation committee will be responsible for reviewing evaluation criteria and methods of awarding, forming and managing panel of judges, conducting evaluation and determining winners.

二、评选标准

II. Evaluation Criteria

1.在地属性：作品坚持正确的政治方向和价值导向，融合南山区城市发展方向、产业、人文等区域特色，品牌产业文化价值，提升南山区形象和影响力。

1. Localization: Submissions must follow the political values and social norms, and must showcase Nanshan District's features on urban development, industries and cultures to promote its image and influence.

2.创新属性：作品需具有新意与想象力，立意新颖，色彩搭配得当，视觉效果突出，辨识度高。

2. Innovation: Submissions must be creative, distinctive, inspiring and aesthetically pleasing.

3.应用属性：作品逻辑清晰，视觉规范内容完善；延展性强，适合在网络媒体、平面媒体、印刷品、视频展播、宣传资料、建筑物外观、衍生纪念品等载体中深化设计、推广运用。

3. Adaptability: Submissions must have clear and comprehensive visual affect, and must be usable and variable for common promotion platforms and mediums such as digital media, print media, videos, brochures, pamphlets, posters, surface, souvenirs, etc.

4.传播属性：作品易于传播，具有较高的创意辨识度、亲和力、感染力和吸引力，同时具有国际视野，便于海内外

广泛传播。

4. Internationalization: Submissions must be appealing and contagious, and must have international elements that are suitable to be used globally.

5.完整属性：作品表达清晰、作品提交格式规范，描述清晰，表达流畅，内容完整。

5. Completeness: Submissions must be submitted in a standardized format with concise descriptions.

三、评选程序

III. Evaluation Process

评选程序共分为 6 个阶段，初评、公示、复评、公示、终评、公示。

The evaluation process is divided into 6 stages, preliminary evaluation, first results announcement, re-evaluation, second results announcement, final evaluation and final results announcement.

1.初评。评审专家依据评审标准，对参赛方进行线上初步审核后并提出入围建议名单，评审委员会复核后产生复评名单。

1. Preliminary evaluation. Based on the evaluation criteria, the judges will conduct an online preliminary evaluation and propose a suggested shortlist. The evaluation committee will then review the shortlist and produce a list for re-evaluation.

2.公示。20 件入围作品将于官方发布平台公示并进行公

众投票，评选最佳人气奖 1 件。

2. First results announcement. The 20 shortlisted works will be published on the official release platform for public voting. One Best Popularity Award will be selected thereafter.

3.复评。复评专家组依据评审标准对入围参赛方进行线下封闭评审并提出入围优秀奖建议名单。评审委员会复核后产生入围优秀奖名单，及通知入围作品作者深化方案与参与终评答辩。

3. Re-evaluation. Based on the evaluation criteria, the panel of re-evaluation judges will conduct offline closed evaluation on the shortlisted works and propose suggested finalists. The evaluation committee will review and determine finalists, and notify the results. Finalists are supposed to polish their proposals and prepare for the final evaluation and defense.

4.公示。入围优秀奖名单在官方平台上公示，接受公众监督。

4. Second results announcement. The finalists for the Finalist Awards will be listed on the official platform for public supervision.

5.终评。终评专家组对获得终评资格的参赛方进行线下封闭评审（设答辩环节），经专家组**商议**后**提报**获奖建议名单。

5. Final evaluation. The final evaluation judges will conduct offline closed evaluation on participants who are

qualified for the final evaluation (a defense session is included), and recommend awards winners accordingly after discussion.

6.公示。评审委员会审核后确定金奖名单，并在官方平台上公示。

6. Final results announcement. The Gold Award winner will be determined and published after the evaluation committee has finish reviewing.

四、评选流程

IV. Evaluation Stages

(一) 初评

(I) Preliminary Evaluation

初评环节，评审专家为7人，采取线上评分制。根据评审标准，在地属性、创新属性、应用属性、传播属性、完整属性五项标准权重分别占20%，单项分值满分为100分。此件作品的综合得分为五项总分的平均分，最终得分取7位评审专家判分的平均值。根据每件作品得分情况，取前20名获得入围复评资格。

In the preliminary evaluation stage, there are 7 expert judges scoring online. According to the evaluation criteria, the weights of the 5 standards - localization, innovation, adaptability, internationalization, and completeness - each account for 20%, with a maximum score of 100 points for each standard. An average of the 5 total scores will be the overall score, and the final score is determined by the average of the scores given by

the 7 judges. Based on the scores of each submission, the top 20 works will be qualified for re-evaluation.

(二) 复评

(II) Re-evaluation

复评环节，评审专家为 7 人，采取线下评分制。根据评审标准，在地属性、创新属性、应用属性、传播属性、完整属性五项标准权重分别占 20%，单项分值满分为 100 分。此件作品的综合得分为五项总分的平均分，最终得分取 7 位评审专家判分的平均值。根据每件作品得分情况，取前 5 名获得入围终评资格，并评定为优秀入围奖。

In the re-evaluation stage, there are 7 evaluation expert judges scoring offline. According to the evaluation criteria, the weights of 5 judging criteria - localization, innovation, adaptability, internationalization, and completeness - each account for 20%, with a maximum score of 100 points for each standard. An average of the 5 total scores will be the overall score, and the final score is determined by the average of the scores given by the 7 judges. Based on the scores of each submission, the top 5 will be qualified for the final evaluation, and appraised as the Finalist Awards.

(三) 终评

(III) Final Evaluation

1.终评环节（设置答辩环节），评审专家为 7 人，采取评分制。根据评审标准，在地属性、创新属性、应用属性、

传播属性、完整属性五项标准权重分别占 20%，单项分值满分为 100 分，最终得分取 7 位评审专家判分的平均值。根据每件作品得分情况，确定 1 名金奖获奖作品。

1. In the final evaluation stage (including a defense session), there are 7 expert judges scoring offline. According to the evaluation criteria, the weights of 5 judging criteria - localization, innovation, adaptability, internationalization, and completeness - each account for 20%, with a maximum score of 100 points for each standard. An average of the 5 total scores will be the overall score, and the final score is determined by the average of the scores given by the 7 judges. Based on the scores of each submission, the one with the highest score will be appraised as the Gold Award.

2. 金奖是南山区标识形象核心价值理念的综合体现。根据每件作品得分情况，综合得分最高者为金奖建议入选，由评审委员会二次复核该作品能否达到金奖标准。

2. The Gold Award winner shall symbolize Nanshan and embody the core values the district. Based on the scores of each submission, the highest scorer will become the suggested Gold Award winner. The evaluation committee will finally conduct a re-evaluation to see if the work can meet this criteria and win the Gold Award.