

Association
mondiale
de la Route

**WORLD
ROAD
ASSOCIATION**



PIARC

World Road
Association

COMPETITION

FOR A NEW LOGO

Open to Students
of Design and Communication Schools

Deadline : 15 April 2007

www.piarc.org/en



INTRODUCTION AND RULES OF THE COMPETITION

As part of the communication strategy adopted by the Council of the Association in 2006, a study is being undertaken on the Association's image and in particular, its logo and tag line. The following sections of this brief provide information on the context.

1ST STEP: LAUNCH OF THE COMPETITION

Open to students, for a proposal of a logo which could be substituted for the current one. The proposals will be examined by the Communications Commission and the Executive Committee of the Association in May 2007, before a proposal (2nd step) is possibly put forward to Council of the Association for approval in September 2007, prior to the XXIIIrd World Road Congress.

Each contestant can send several proposals.

The proposals for the logo must be exclusively realised with **ILLUSTRATOR** and sent as electronic files **(.ai)**:

1. as a Black & White logo
2. following the colour guide in page 5
3. bilingual French-English

before 15 April 2007

to the following address: info@piarc.org

along with the necessary authorization form attached to this brief.

2ND STEP: REALIZATION OF THE FINAL PROJECT

The students who will send interesting proposals, will be contacted by the end of May 2007 in order to finalize their project following the instructions mentioned by the Commission on Communication and the Executive Committee.

Any query related to this competition should be sent to: info@piarc.org

PRESENTATION OF THE ASSOCIATION AND OF THE EVOLUTION OF ITS IMAGE

The **World Road Association (PIARC)** is non-governmental, international organization, non political and not for profit: “to improve international co-operation and to foster progress in the field of roads and road transport”.

In 2006, 111 governments are members of the Association, together with regional authorities, collective and individual members.

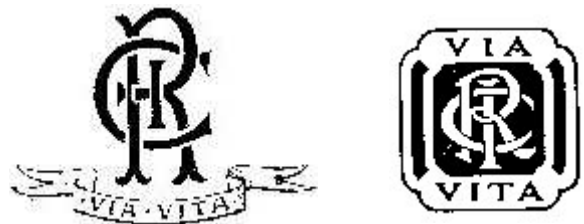
More information on the association, its organization and its activities can be found on its website

www.piarc.org

THE CREATION OF THE ASSOCIATION

The association was established in 1909 under the name of the **Association Internationale Permanente des Congrès de la Route (AIPCR)**. French and English are the two official languages of the Association. The name and acronym in English was **Permanent International Association of Road Congresses (PIARC)**.

In 1911, the Association adopted a logo made by entangling the letters of the acronym AIPCR (or PIARC in English) as represented here in two successive versions.



In the same year, the Association also adopted as a motto the following Latin phrase: “*Via Vita*” which could be translated as “the road path for life”, and this motto was integrated into the logo of the Association as shown above.

EVOLUTION OF THE ACTIVITIES OF THE ASSOCIATION

During the first 25 years, the activity of the Association was essentially in the organization of the World Road Congress every three and then four years. Later, the activities grew in number, in particular with the creation of international technical committees whose work was carried out in the interval between two congresses and led to different outputs: technical reports, articles.

Along with the World Road Congresses (whose XXIIIrd edition will take place in September 2007 in Paris), for more than 40 years the Association has also been organizing every 4 years a series of International Winter Road Congresses (XIth edition held in Turin in February 2006).

In 1986, on the occasion of a change of lay-out of the quarterly bulletin which would become the magazine Routes/Roads, the letters AIPCR / PIARC were added to the logo.



CHANGE OF NAME OF THE ASSOCIATION IN 1995

Taking into account the diversity of the activities of the Association which largely exceeded the meaning of its name, in 1995 after lively discussion, the Council adopted a resolution to change the name of the Association from *Association Internationale Permanente des Congrès de la Route* to the denomination of *Association mondiale de la route*, in English, *World Road Association*.

However, because of the strong attachment to the name PIARC (AIPCR in French) and in order to maintain the brand attached to the denomination PIARC (AIPCR), the Association decided to keep:

- as alias, the denomination PIARC (AIPCR) which is explicitly mentioned in the first article of its statutes ;
- the graphics of the logo and the motto Via Vita, with the addition of the new name in French and English - *Association mondiale de la route* / *World Road Association*.

It is to be noted that the acronyms WRA (resp. AMR in French) has not been adopted and is never used by the association.

It is to be noted also that the name PIARC or AIPCR is largely used by numerous national committees which are the relay association working at the national level and now exist in more than 30 countries.

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RECENT EVOLUTIONS IN TERMS OF IMAGE

Since 2002, the General Secretariat has been working to renew the image of the media of communication of the Association, first with its website, then with the magazine Routes/Roads, the technical reports and the presentation brochure in order to give a modern and consistent corporate image to the Association.

This work led to the definition of a graphical chart used for these different media. Typical examples of this chart can be found on the Internet website.

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SOME OTHER ELEMENTS OF CONTEXT

The website of the Association and the corporate brochure currently contain a tag line inscribed as follows:

“Exchange knowledge and techniques on roads and road transportation” and in French
“Échanger connaissances et techniques sur les routes et le transport routier”

This sentence underlines the main role of the Association which is to encourage knowledge transfer and exchanges throughout the world. Moreover, the Association doesn't deal only with roads as physical objects, but also with road transportation and more and more with the functions achieved by roads.

To create a split or on the contrary, to renew the image of the Association without losing its roots - this is the challenge of this competition!

COMPETITION FOR A NEW LOGO OF THE WORLD ROAD ASSOCIATION

Authorization form
To send back with the proposal for the logo

I,

Staying at (address)

.....
.....
.....

Phone:

@:

- Authorize the World Road Association to use my proposed logo, under its original form or under any derived form, to produce the logo of the Association
- Transfer to the World Road Association all property rights on my proposed logo and abandon any financial claim,
- Commit myself not to take any legal action whatsoever over the decisions and choices of the Association, regarding a possible change of the logo.

Date:

Signature:

LE NOUVEAU LOGO DE L'ASSOCIATION THE NEW LOGO OF THE ASSOCIATION

1. DONNÉES GÉNÉRALES À APPLIQUER 1. INFORMATION TO APPLY

• Polices :

Français : Arial
Anglais : Warnock Pro.

• Fonts:

French: Arial
English: Times

2. GAMMES DE COULEURS PRECONISÉE 2. RECOMMENDED COLOUR GUIDE

2. 1. Les couleurs principales à utiliser

2. 1. Main colours to use



Noir/Black

C=0, M=0, J=0, N=100



Blanc/White

C=0, M=0, J=0, N=0



Bleu / Blue

C=100, M=59, J=13, N=32



Orange

C=0, M=36, J=100, N=0

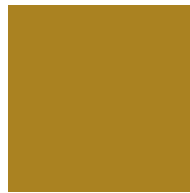
2. 2. Les couleurs additionnelles non obligatoires

2. 2. Additional colours but not mandatory



Rose/Pink

C=16, M=75, J=0, N=22



Beige/Beige

C=33, M=48, J=98, N=2



Rouge/Red

C=015 M=99, J=100, N=5



Vert / Green

C=67, M=2, J=100, N=0



Gris (Gris moyen)/Grey

C=23, M=6, J=17, N=22



Bleu 1 / Blue 1

C=97, M=20, J=7, N=0