

Competition for a new logo of the World Road Association

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.

A competition has been launched, which is open to everyone, 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 before a proposal is possibly put forward to Council of the Association for approval in September 2007, prior to the XXIIIrd World Road Congress.

Three prizes will be awarded:

- The author of the selected proposal for the new logo of the association will win the following prize at his/her choice:
 - . A prize of 1500 Euros
 - . A free registration and free travel or accommodation, to participate at his/her choice either:
 - the XXIIIrd World Road Congress, in Paris, in September 2007, or
 - the XIIIth International Winter Road Congress, in Québec city (Canada-Québec), in February 2010.
- The author of the proposal ranked second will receive a prize of 500 Euros,
- The author of the proposal ranked third will receive a prize of 300 Euros.

Ranking will be made by the Executive Committee.

Each contestant can send several proposals.

The proposals for the logo must be sent as electronic ILLUSTRATOR files (.ai),

before 15 April 2007,

to the following address: info@piarc.org

along with the necessary authorization form attached to this brief.

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. It exists (excerpt of the current Statutes):

“to improve international co-operation and to foster progress in the field of roads and road transport by:

- a) being a leading international forum for analysis and discussion of the full spectrum of related issues including: roads policy; the management, finance and economics of roads; integration with other transport modes; technology; safety and the environment;*
- b) identifying and disseminating best practice and facilitating access to international data, in order to bring about improved decision making based on technically sound and impartial technical information;*
- c) providing support for developing countries and countries in transition.*

The Association is continuing the work initiated by the first international Road Congress, held in Paris in October 1908, and continued in subsequent Congresses.”

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 \(AIPCR\)](#), on the example of another international organization established a few years before in the maritime area - the *Association Internationale Permanente des Congrès de la Navigation (AIPCN)*, which still exist in 2006.

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.

Note: the identity of the letters of the French and English acronyms and the use of a Latin phrase were an elegant way of solving the question of the coexistence of two official languages.

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 (XIIth 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*.

Association
mondiale
de la Route



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

World Road
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.

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.

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”

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.

The discussions that took place recently within the governing bodies of the Association about the change of image have underlined a deep split between those in favour of a drastic change and those, large in number, who expressed a profound attachment to the use of the alias PIARC / AIPCR which still bear a strong international brand, contrary to the name adopted in 1995 - World Road Association - which however, is not considered for a change.

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
Réalisé sous / to be created under ILLUSTRATOR

1. DONNÉES GÉNÉRALES À APPLIQUER
1. INFORMATION TO APPLY

• **Polices :**

Français : Arial
Anglais : Times

• **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