

# A COMPETITIVE CALL FOR THE DESIGN OF A BRAND/LOGOTYPE AND A POSTER FOR THE INTERNATIONAL CONFERENCE ON HIGH ENERGY PHYSICS (ICHEP 2022)

The brand/logotype is the identifying and distinctive element of any event.

We wanted a logo that was really able to convey the uniqueness of *this* event.

**We decided to launch a competitive call in order to:**

- 1)** to collect professional, high quality graphic proposals
- 2)** to stimulate the public interest about the event "ICHEP IN BOLOGNA" (and for the first time ICHEP in Italy)

The competition was opened to both professionals and students of graphic design, with separate awards for the two categories.

**In the call we asked participants:**

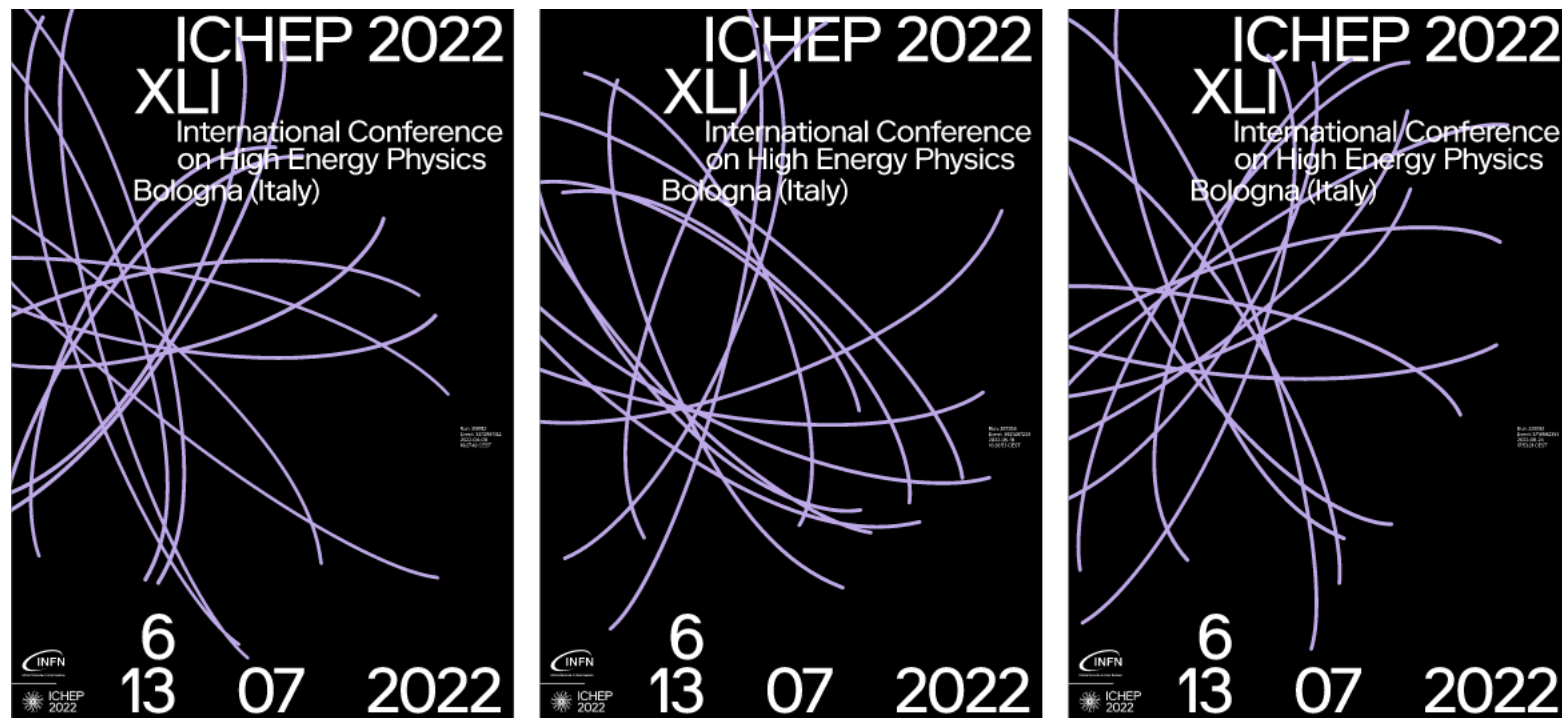
- A.** to summarise in one image ideas related of particle physics and ideas related to the city of Bologna
- B.** to make sure that the logo could be used as the key point of a whole visual identity (posters, banners, badges, gadgets, etc)

We received more than 400 applications! (a hint that goal n.**2** above was going to be fulfilled 😊 )

We were very tempted to choose this visual identity for ICHEP 2022 !!



# 1st prize: Giovanni Pantè



## Young prize:

**Emilio Dalpane**  
**Giacomo Dalpane**  
**Giulia Pasquali**  
**Stefano Puccio**



**BUT... MANY MORE PROPOSALS WERE WORTH TO BE SHOWN ..!**

So we prepared an exhibit with 40 best works and asked you participants to vote your favourite ones



**703** accepted the invitation and voted: HERE ARE THE THREE WINNERS ----->



## A logo for the ICHEP 2022 conference

an exhibition with the best proposals

**Noemi Zendrini**  
(N. 24)



**A logo for the ICHEP 2022 conference**  
an exhibition with the best proposals

**Laura Sartori**  
**N. 30**



## A logo for the ICHEP 2022 conference

an exhibition with the best proposals

**Emma Mainetti**  
**N.4**





**THANK YOU VERY MUCH  
TO THE AUTHORS  
AND  
ALL OF YOU!**