

天猫（Tmall.com）2012 LOGO及形象全球征集 英雄帖

天猫Tmall.com来自阿里巴巴集团,是国内领先的B2C平台。Tmall.com四年来已聚集超过7万品牌，5万多家品牌店进驻。2011年11月11日更创下单日33.6亿的交易纪录。

Tmall.com即将走过四年之际，我们正式启动品牌升级，原淘宝商城更名为“天猫”。天猫到底长是什么样子，我们希望得到您的创意和意见。以此，我们面向全球发出此英雄帖，征集天猫“品牌logo、品牌吉祥物”设计方案。

我们欢迎并诚意邀请有相关经验并具备相应能力的专业视觉设计师、设计团队/企业、设计院校师生及网友参加本次征集。同时，我们为最终获选者设定60万大奖，以及3名入围奖，每名5万元。

规则须知

一、总则

天猫希望通过本次征集选定新logo和吉祥物的设计方案，或为其提供创作方向和参考。

天猫将从应征方案中选出最符合天猫品牌精神和特点并具有再开发基础的应征方案。

天猫有权结合所有应征方案中的创意形成最终的设计方案，并有权决定最终新logo和吉祥物的制作者/团队或企业。

除自愿参与本次征集活动的应征者外，天猫还将自行邀请一些符合本次征集活动要求的应征者参与本次活动。

二、公开征集对象

有意为天猫新logo和吉祥物贡献创意及概念，且具备相应能力的专业视觉设计师、设计团队/企业、设计院校师生及网友。

三、征集要求

（一）征集内容

- 1、天猫LOGO（中英文）
- 2、天猫吉祥物
- 3、LOGO与吉祥物的基础使用规范

（二）设计理念

- 1、设计需体现“时尚、品质、前沿”的品牌调性。
- 2、吉祥物部分，设计围绕“猫”的概念展开，赋予女性特质。强调“时尚、性感”。
- 3、天猫作为互联网品牌，有着“开放、透明、分享、诚信”的特性。在设计方案中应得以体现。

（三）投稿要求

- 1、应征者可以个人、院校、团队、企业等名义投稿。
- 2、应征者可选择同时完成“天猫logo”和“天猫吉祥物”两件设计，视为一套整体方案。也可单独设计“天猫logo”。两种应征方案均有获奖机会。
- 3、征稿标准格式：
 - ◆ 设计文件格式：300dpi-JPG
 - ◆ 设计尺寸：A4纸张内

四、征集活动时间安排及流程

- 1、“征集说明”于2012.1.11起可在Tmall官方征集页面下载；
- 2、2012.1.14至2012.2.15应征者在征集页面填写个人资料并上传作品；
- 3、2012.3月底，宣布获胜结果。

五、奖项设置

1、大奖1名，奖金60万/套；

2、入围奖3名，奖金5万/套。

注：以上奖项若无胜出，则空缺不补。奖金所得税需由获奖者自行支付。

【过往logo参考】



本活动所有作品版权归属天猫 (Tmall.com) 所有。应征者除将应征作品及相关设计作参加本活动用途外，不得将作品及相关设计作其他用途或将作品信息透露任何第三方。

天猫 (Tmall.com) 拥有此次活动的条款的最终解释权。

天猫
2012年1月11日

Global Tmall.com Logo Contest

Launched in April 2008, Tmall.com is China's leading business-to-consumer online shopping destination and currently features more than 70,000 major multinational and Chinese brands from more than 50,000 merchants. Tmall.com set a record for highest single-day transaction volume during a special promotion on November 11, 2011, facilitating the sales of goods totaling RMB3.36 billion.

As part of our ongoing effort to build a platform that offers consumers the highest quality products and services, Tmall.com has officially changed its Chinese name from 淘宝商城 to 天猫. The new name, which means "sky cat" or "celestial cat" in Chinese, reflects our ambition to make Tmall.com an online High Street, a must-visit destination providing shoppers with trendy, fashion-forward merchandise, huge selection and top-notch service.

We are inviting the public to submit designs for a new Tmall.com logo and mascot. The contest is open to submissions from professional designers, design firms, students and amateurs alike. The winner will be awarded RMB600,000 and three additional shortlisted candidates will receive RMB50,000 each.

Entry Regulations

1. General Provisions

Tmall.com plans to select a new logo and mascot from the pool of entries. The company may decide not to use the winning designs as submitted; instead, the company may modify the designs or use them as reference points for the brand's creative direction. Tmall.com will select the design that best embodies the brand's characteristics as well as exhibits potential for further development in the future.

Tmall.com reserves the right to revise or combine elements from all submissions as well as the right to assign any party to finalize the new logo and mascot.

In addition to all entries collected through this open call for submissions, Tmall.com will also invite other qualified parties to participate.

2. Applicant eligibility

We welcome submissions from any professional designers, design firms, students or amateurs who are interested in contributing their ideas towards Tmall.com's new logo and mascot.

3. Submission requirements

a) Materials to be submitted

Tmall.com logo (the logo must be produced in both English and Chinese)

Tmall.com mascot

Brand guidelines

b) Design concept

The design shall exhibit fashion-forward, high-quality and cutting-edge brand features

The mascot design should use the image of a cat and should embody characteristics of femininity and elegance.

Tmall.com embodies elements of openness, transparency, sharing and integrity and the design should reflect these characteristics.

c) Submission instructions

Applicants shall submit their entries and indicate whether they are an individual designer, a member of a design institution, a group or a corporation.

Applicants can either submit their designs for both the Tmall.com logo and mascot, or can choose to only submit their design for the Tmall.com logo. Both types of submissions will be considered and are eligible to be chosen as the winning design package.

Standard format:

- Document format: 300 dpi-JPG

- Dimensions: A4 or smaller

4. Submission deadline and results announcement

Particulars of the open call for submissions will be available for downloading at Tmall.com beginning January 11th 2012.

Applicants are required to provide personal information on the submission website and submit their entries between January 14th and February 15th 2012.

The results will be announced at the end of March 2012.

5. Awards

First prize: RMB600,000

Finalists: RMB50,000 each for 3 shortlisted candidates

Note: Winners may incur income tax liabilities stemming from monetary awards. If no designs are selected then prizes will not be awarded.

Previous logos for your reference



The copyright of all works submitted for this event belongs to Tmall.com. Except for submission for this event, applicants are not allowed to use the submitted works or related materials for other purposes or release any information related to submitted works to any third party.

The interpretation by Tmall.com of the terms and conditions for this event is final.

Tmall.com
January 11th, 2012