



International creative competition for the cultural destination brand of “The Attica Trilogy: Eleusis-Athens-Lavrion” Cultural Route

1. Project rationale and objectives

The DIAZOMA Citizens’ Movement, in the context of its cooperation with the Region of Attica and the Municipalities of Eleusis and Lavrion, intends to commission the creation of a new, attractive cultural destination brand for “The Attica Trilogy: Eleusis-Athens-Lavrion” Cultural Route to enhance further the image of Attica and the wealth of experience the area has to offer in the Greek and international tourism market. The new destination brand will be used in all the tourism promotion actions implemented by the Region from now on concerning this Cultural Route.

The new destination brand is aimed at the tourism market, in other words, the travelling/consumer public in Greece and abroad, as well as the travel trade, which includes businesses such as tour operators, travel agencies, cruise companies, conference organisers etc. both in Greece and abroad.

As a new tourism product/experience, the “Trilogy” aims to enhance and promote all the locales that contributed to Athens’ peak during Classical Times, especially Eleusis as a spiritual-religious centre and Lavrion as an economic and production centre that financed Athens’ peak.

It should be noted that the aim is to create a new identity **for the “Trilogy” as a cultural destination**. Therefore, the cultural destination brand required should target the tourism market exclusively.

A tourism marketing plan for the Trilogy, including a new marketing strategy that sets out the framework and requirements of the project and describes the Route’s characteristics and the objectives of its design and development, has already been prepared. The plan also sets out arguments explaining why Eleusis and Lavrion are worth visiting. To receive the tourism marketing plan, parties interested in participating in the competition can contact the DIAZOMA secretariat (email: info@diazoma.gr / tel. 210-8254256).

The main objective of this project is to successfully codify the touristic particularities of the diverse cultural tourism destination that is the Cultural Route, through a cultural **destination brand** which:

1. Is **attractive**, in other words, is aesthetically pleasing and exciting for the general travelling public and tourism professionals, bearing in mind that that the Route is aimed at tourists:
 - from around the world
 - of all ages
 - of all educational backgrounds
 - of all income levels
 - of all social statuses
 - with many different special interests
 - who also have particular cultural interests
2. Is **dynamic**, i.e., stands out and promotes the Route in the best possible way.
3. **Encapsules the element or elements** characteristic of the Route's wider area.
4. Is **timeless**, i.e., it will still be attractive (in terms of its message, symbolism, and aesthetic) some years later.
5. Is **suited to broader use** in all market actions that the Region will undertake, such as online promotion, print and digital advertising, public relations, production of brochures and maps, participation in exhibitions and other events, production of signs, etc.

Based on the above rationale, the contractor of this project will be asked to develop The Attica Trilogy's **new cultural destination brand**, which is broken down into the following individual deliverables:

- DELIVERABLE 1: Tourism logo (3 alternative proposals)
- DELIVERABLE 2: Visual applications of the Trilogy's new destination brand.
- DELIVERABLE 3: Production of a brand manual for the Trilogy's new destination brand.

2. Detailed Description of the Deliverables

DELIVERABLE 1: Logo

The Contractor is invited to produce the **logo** that will be used in the Region of Attica's tourism campaign for the Trilogy (3 alternative logo proposals for DIAZOMA to select the prevailing proposal).

The Contractor must also formulate a **tagline** in Greek and English to be used with the tourism logo.

The tourism logo should be modern and highlight and emphasise the Route's uniqueness, diversity, and magic, especially the new poles of attraction (Eleusis and Lavrion). This should be done in a way that is attractive to the Greek and foreign consumer, without academism. It should be noted that the prospective logo must be easily visible and legible when used in different sizes, against diverse colour backgrounds, etc.

DELIVERABLE 2: Visual applications of the Trilogy's new destination brand

A series of visual applications is required based on the Trilogy's new destination brand as determined by DELIVERABLE 1. These visual applications should incorporate the new logo, be part of a common aesthetic and contribute to a consistent and uniform approach, which is to be applied to every aspect of the Trilogy's presence in the tourism market.

In the context of DELIVERABLE 2, the following visual applications must be produced:

- **Colour palette:** The Contractor is invited to prepare a colour palette that will include:
 - the Trilogy's dominant colours
 - all the colours used in the logo (see DELIVERABLE 1)
 - colours that create tasteful combinations (two-coloured or three-coloured) and interesting contrasts with the logo.

The Contractor must determine and provide every colour's identity (colour name and colour definition in CMYK, RGB and Pantone).

- **Website mock-ups** for the Trilogy's official tourism portal. Specifically, the Contractor will provide the visual design for the following web pages:
 - Homepage mock-up with a light-coloured background
 - Homepage mock-up with a dark-coloured background

- Mock-up of a webpage with a light-coloured background
- Mock-up of a webpage with a dark-coloured background

Please note that the Contractor is not asked to prepare working websites but only the mock-up (i.e., the visual aspect of the website). The mock-ups should be based on the colour palette (see above). DIAZOMA will supply the menu and other elements of the portal.

- **Drafts of two brochures targeting consumers**, based on the colour palette (see above).
 - Pocket brochure (height 192 mm; width 115 mm). The Contractor must prepare:
 - Two versions of a brochure cover mock-up
 - Two versions of a two-page spread mock-up
 - Image brochure (height 295 mm; width 210 mm). The Contractor must prepare:
 - Two versions of a brochure cover mock-up
 - Two versions of a two-page spread mock-up
- Two versions of a **full-page magazine advert** mock-up.
- Two versions of a **double-page spread magazine advert** mock-up.
- Two versions of **letterhead** to feature on the stationary used for correspondence with tourism companies and others active in the tourism sector by the tourism departments of the Region and the Route-participating Municipalities, in printed press releases, and other uses.
- Two versions of a **business card** for staff working for the tourism departments of the Region and the Route-participating Municipalities who will liaise and network with tourism professionals and the media.
- Two versions of a **press kit**, i.e., a dossier containing material for journalists
- Two versions of a **PowerPoint presentation** to be used in press conferences, speeches, etc.
- Mock-ups for three product promotion gifts, e.g., bags, USB sticks, fridge magnets, etc. DIAZOMA will provide the Contractor with the specific gift categories.

DELIVERABLE 3: Production of a brand manual for Route's new destination brand

A detailed brand manual must be produced, which will include:

- All the technical characteristics for all the logo and visual applications delivered by the Contractor under DELIVERABLES 1 and 2 (e.g., colours, fonts, dimensions, appropriate background, etc.)
- Instructions for the proper use of all the deliverables mentioned above (DELIVERABLES 1 AND 2) in digital and print communications with the tourism market.

The aim is to support the Region and the participating Municipalities in applying a single aesthetic and underpinning philosophy to all their tourism actions pertaining to the Route and to provide clear instructions to everyone who will use these deliverables in the future (e.g., Contractors of individual products or actions, graphic designers, printers, web designers, etc.).

The brand manual language is Greek. English technical terms may be used where necessary.