
GLOSSARY

Public non-anonymous competition to select the brand logo design
for the national airline of Montenegro

This competition glossary serves for easier and more exhaustive definition of the terms of the competition and is valid exclusively within the competition, as certain differences in relation to conventional terminology are possible. Participants are encouraged to use terms with the following meaning:

BRAND – A brand is a set of sensory and psychological associations in consumers that add value to products and services. The main representatives of the brand in the sensory world are the name (title) and logo.

BRAND NAME – A brand name is a verbal statement that has the role of basic identification of the brand by the public. The lettering of the brand name is usually a mandatory part of the logo, and most often different from the name of the company, the holder of the brand.

LETTERING – Lettering is orthographically and typographically determined type of a brand name that is subordinated to the readability and visual expression of the brand. Lettering may be complemented by elements that do not compromise the prominence of the sign.

SIGN – A sign is a visual (“illustrative”) representation of a brand that is subordinate to the visual expression of the brand and complements the lettering. The sign is in a prominent position relative to the print.

LOGO – A logo is a visual signage that establishes a link between the brand and the public, which is composed of a lettering and the sign.

VISUAL CODE – Visual code is the optical minimum of a visual image that is a necessary and sufficient condition for recognizing it, which is autonomous from the visual expression of that image (example: visual code of the letter H is: two pillars, connected by a bar in the middle)

MANUAL – The manual is an illustrated technical document that reflects artistic creation and contains all the information and guidelines necessary for the correct use of the logo and the development of standards.

APPLICATIONS – Applications are considered to be the marking of various utilitarian and communication forms that aim at a consistent sensory representation of the brand. For the purposes of the competition, its simulation in the form of a sketch, drawing, photomontage, mock-up, model, etc. is also considered to be type of application.

COLOR LOGO – A color logo is a graphic mutation of a logo that contains at least one color other than black and white, with a certain hue from the spectrum, saturation and brightness, where the color can be faltoned or mixed in gradient with other colors.

COLORLESS LOGO – A colorless logo contains only the shape of the logo, usually in two relationships with the surroundings. A positive setting is a composition of black (treated) shape on a white (transparent or untreated) background, and a negative setting is the other way around.

BASIC LOGO – The basic logo is a variant of the logo that is given priority in use, application and communication.

WORK – A work is an individual intellectual creation that is expressed in a certain sensory way.

CO-AUTHORED WORK – A co-authored work is a work created by the joint creative work of two or more persons and forms an indivisible whole.

MERGED WORK – A merged work is a work created by merging two or more individual works, for the purpose of joint exploitation.

CONTRACTING AUTHORITY – The Contracting Authority is a natural or legal person who initiates the creation of a work for own needs by order. A competition is considered a public procurement of the work on a competitive basis.

GUARANTOR – The professional guarantor of the competition is a legal entity, a non-profit company with prevailing industry related to the professional scope of the competition with the role of providing terms of the competition in accordance with the principles of the profession and good practice.

PARTICIPANT – A participant is a natural person who signs application form and submits the tender dossier and is considered the responsible person in representing the authors, author teams and/or legal entities in legal transactions. In the case of independent participation of a natural person in the competition, the terms participant and author are identical.

DEFENSE – Defense is a live and direct presentation of work by the participants before the jury in a limited time interval, in the form at their own discretion.

LICENCE – A license is a contract by which a participant delivers the work to the Contracting Authority for use. In the case of this competition, the license is exclusive, without spatial or time limitation.