



TERMS AND CONDITIONS FOR THE JURIED DESIGN CONTEST FOR THE SUBSEQUENT CREATION OF A VISUAL IDENTITY FOR THE CITY OF MADRID

I. GENERAL PROVISIONS

1. Purpose of the Juried Design Competition

These terms and conditions are intended to lay down the provisions that will govern the juried design contest for the purpose of selecting the most suitable proposal for the development of a visual identity for the city of Madrid and subsequent drafting of the associated brand guidelines.

2. Visual Identity Requirements

The visual identity must consist of a logo: a graphic element or visual composition that identifies the city of Madrid and enables its brand values to be conveyed through the development of the graphic identity and typographical elements, colours and graphic compositions that comprise it.

Two proposals must be submitted: one that includes the word "Madrid" and another that doesn't.

The visual identity (logo, graphic element or visual composition) must be appropriate and suitable for use as the "Madrid mark" in all sorts of media, sizes and online and offline resources (websites, letters, signatures, 3D formats, merchandise, posters, .pptx, internet, etc.)

To this end, Madrid City Council will provide a Briefing and all information necessary on the brand's identity and its vision, mission and values.

Although it isn't essential in this contest, development of the identity may move beyond graphic elements to encompass verbal, audiovisual and narrative identities, brand claims and elements deemed necessary to best meet the objectives of differentiation, relevance and development of a city brand narrative.

3. Legal System and Jurisdiction

This design contest is publicly run and any aspects not provided for in these Terms and Conditions will be governed by the special regulations applicable to design contests ("normas especiales aplicables a los concursos de proyectos") in Subsection 7 of Section 2, Article 183 et seq. of the Law on Public Sector Contracts of 8 November (Ley 9/2017 de Contratos del Sector Público, hereinafter referred to as the "LCSP"), which transposes into Spanish Law the Directives of the European Parliament and of the Council 2014/23/EU and 2014/24/EU of 26 February 2014, as well as by Royal Decree-law 1098/2001 of 12 October, which approves the General Regulations of the Law on Contracts Awarded by Public Authorities (Reglamento General de la Ley de Contratos de las Administraciones Públicas) for aspects that are not contrary to the provisions of the LCSP, in the absence of subsequent regulatory development of the LCSP, and, likewise, any supplementary legislation that may fall within its scope, provided that it is not contrary to the LCSP.

With respect to the legislative framework, particular account will be taken of Recital 120 of Directive 2014/24/EU, which broadens the traditional scope of design contests.

The contest will be held with the assistance of a Jury composed of private individuals with no connection to the participants, which will make its decisions and form its opinions impartially, based on the documentation provided by the candidates and the rough project outlines submitted to it anonymously, taking into account solely the criteria set forth in these Terms and Conditions.



In compliance with Article 185.1 of the LCSP, the contest, which is open and public, will consist of two phases and will include the applicants that complete the registration process and are admitted on the grounds that they meet the requirements laid down in these Terms and Conditions:

a) A first phase in which candidates will be pre-selected based on objective solvency, technical capacity and experience criteria (Pre-Selection Phase or Phase 1) - "SOBRE A" (ENVELOPE A)

b) A second phase that will include all candidates that pass Phase 1

The second phase will consist of two Sub-Phases held successively with submissions made anonymously under a slogan. In the first (Sub-Phase A Under a Slogan) - "SOBRE B" (ENVELOPE B)), candidates will present their projects in broad strokes, that is, via a motivation letter that gives a rough, succinct overview of their vision for the project, accompanied by up to 6 representative examples of past projects carried out. In the second (Sub-Phase B Under a Slogan - "SOBRE C" (ENVELOPE C)), a rough version of the visual identity will be developed.

The contract to develop the visual identity guidelines and define all of the identity's applications will be awarded by negotiated procedure without prior publication of a contract notice, in compliance with the combined provisions of Articles 168.d) and 131.2 of the LCSP. The visual identity guidelines must include proposals for different variations on the visual identity based on the strategic aims described in the briefing.

The parties submit to the contentious-administrative jurisdiction of the courts of the city of Madrid for the purpose of settling any disputes that may arise in relation to fulfilment of these Terms and Conditions.

4. Capacity Requirements for Participation in the Contest

Both natural persons and any legally incorporated company, whether Spanish or foreign, may participate in the contest either individually or as part of a temporary consortium, provided that the person or company in question has full legal capacity and the capacity to act, meets the financial and technical capacity requirements set out in these Terms and Conditions and is not subject to disqualification due to ineligibility, a duty to refrain from tendering or a prohibition on entering into public sector contracts. If a proposal is submitted by a group, a single representative must be designated to act as the sole liaison for the purposes of the contest.

Each person or entity taking part in the contest may only submit a single participation application.

Each participant may only be part of a single entity. Breach of this condition will result in the rejection of all applications or proposals in which the participant has taken part.

Winning participants who are awarded the contract in accordance with these Terms and Conditions must be natural or legal persons whose business purpose or activity is directly related to the purpose of said contract, and must have an organisation with sufficient staff and materials to fulfil it.

5. Incompatibility and Duty to Refrain

Natural or legal persons in the following situations may not participate in the contest:

a) Members of the Jury and, in relation to said members: their first-degree relatives; their spouses or persons they live with in a relationship akin to marriage; and people with whom they have ongoing business relationships

b) Companies or entities in which any of the persons mentioned above have a stake

Without prejudice to the foregoing as it relates to members of the Jury, as a general rule the provisions of Article 23 of Law 40/2015 of 1 October on the Legal System of the Public Sector (Ley 40/2015 de Régimen Jurídico del Sector Público) will apply as regards the duty to refrain.



6. Remuneration for the Winner and Finalists

6.1. Sums

Each participant selected to advance to Sub-Phase B Under a Slogan of the contest (a maximum of five and minimum of three, in accordance with Point 10.1 of these Terms and Conditions) will receive remuneration as compensation for expenses occurred in compliance with the combined provisions of Articles 183.2, 184.2 and 185.3 of the LCSP, in the amount of 8,264.46 euros plus 21% VAT (1,735.54 euros), that is, €10,000 including VAT.

Madrid City Council undertakes to award to the contest winner the service contract to draft the relevant guidelines for the proposal submitted by the winner (City of Madrid Visual Identity Guidelines), after negotiating the financial and technical aspects to be set out in the tendering specifications that will govern the contract, which will detail the requirements and characteristics of the service to be provided.

The contest may be declared unsuccessful in the event that, in the opinion of the Jury, none of the proposals submitted adequately achieves its objective.

6.2. Budget for Creation of the Visual Identity Guidelines

The total price of the service of creating the guidelines may not exceed €108,000 plus 21% VAT of €22,680, amounting to a total of €130,680 including VAT.

The winner of the contest, if applicable, will be awarded the service contract to create the Visual Identity Guidelines in accordance with the provisions of Article 168.d) of the LCSP, and the 10,000 euros including VAT received earlier as compensation for expenses incurred will be deducted from the total contract price.

The estimated value of this design contest is thus 141,057.84 euros. Accordingly, in compliance with the provisions of Articles 183.4 and 22.1.b) of the LCSP, this contract is not subject to harmonised regulation as its price does not exceed the minimum threshold laid down for public bodies other than the Central State Administration, its Autonomous Bodies or Social Security Management Agencies and Common Services.

6.3. Invoicing

The remuneration detailed above will be paid to the party in question upon presentation of the relevant invoice. The winner must issue the invoice for "Participación y selección como ganador en el concurso de proyectos para la creación de la identidad visual de la ciudad de Madrid",¹ while finalists should issue it for "Participación y selección como finalista en el concurso de proyectos para la creación de la identidad visual de la ciudad de Madrid".²

Invoices must be sent to the General Coordination Unit for Economy, Trade, Consumer Affairs and Partnership, which is the body that is inviting proposals.

Invoices should be made out to:

Ayuntamiento de Madrid
Área de Gobierno de Economía, Innovación y Empleo
Coordinación General de Economía, Comercio, Consumo y Parteneriado
Oficina De Parteneriado y Marca Madrid
C/ Príncipe de Vergara, 140
28002 Madrid, Spain
CIF: P2807900B

¹ Translation for information purposes only: "Participation and selection as a winner in the Design Contest for the Creation of a Visual Identity for the City of Madrid"

² Translation for information purposes only: "Participation and selection as a finalist in the Design Contest for the Creation of a Visual Identity for the City of Madrid"



For invoices submitted via the FACE system, the required codes are:

“Órgano gestor”: Área de Gobierno de Economía, Innovación y Empleo
DIR3: LA0014197

“Oficina contable”: Intervención Delegada
DIR3: LA0008535

“Unidad tramitadora”: Coordinación General de Economía, Comercio, Consumo y Partenariado / Oficina de Partenariado y Marca Madrid
DIR3: LA0014199

Invoices from parties selected to take part in Sub-Phase B Under a Slogan must be submitted within ten days of the selection of said parties and be accompanied by proof that their proposal was submitted before the deadline stipulated in these Terms and Conditions.

7. Budget Allocation

A budgetary provision has been made to cover financial obligations arising from procurement of the service in question and compensation given for expenses incurred during the contest held prior to procurement, funded respectively by municipal budget allocations 001/140/924.02/640.01 “Intellectual Property” and 001/140/924.02/227.06 “Studies and Technical Work”.

II. CONTEST DECISION PROCEDURE

8. Capacity

8.1 Reliance on External Resources to Meet Capacity Requirements

To prove that they satisfy financial and technical capacity requirements, contest participants may bring to bear the capacity and resources of other entities, regardless of the legal nature of their link to such entities, provided that they demonstrate that the external capacity and resources will be at their disposal for the entire duration of provision of the service, and that the entity in question is not prohibited from participating in contracts.

Participants competing as temporary consortiums (“uniones temporales”) pursuant to the provisions of Article 69 of the LCSP may also rely on capacity outside of the temporary consortium, under the same conditions set out above.

Participants in the design contest may therefore prove that they satisfy the specific economic, financial and technical or professional capacity requirements stipulated below by bringing to bear the capacities and resources of other entities.

In compliance with Article 75.1 of the LCSP as it relates to relevant professional experience, participants in the design contest may only bring to bear the capacity and resources of other entities if said entities will be providing the services for which the capacity and resources are necessary. In such cases, a Covenant of Reliance on External Resources to Meet Capacity Requirements must be submitted, signed by both the participant and the entity making its resources available. The Covenant Template is attached to these Terms and Conditions and must be signed by both parties (“Anexo III”).

8.2. Capacity Requirements

In compliance with Article 162 of the LCSP, capacity must be demonstrated as follows:

a) Economic and Financial Capacity: Article 87.a) of the LCSP

Turnover: The tenderer must, where appropriate, provide evidence of a minimum turnover of €80,000 excluding VAT in any of the last 3 available financial years, earned for the provision of services in the area of activity which is the subject matter of the contract.

This shall be demonstrated via submission of a sworn declaration by the business owner specifying the company's overall turnover. In any event, however, registration in the Official Register of Public Sector Tenderers and Classified Companies (Registro Oficial de Licitadores y Empresas Clasificadas del Sector Público) will serve to demonstrate the relevant business owner's economic and financial capacity, which will be assessed using the data recorded in said Register unless it is proven to be incorrect.

b) Technical Capacity: Article 90.1.a) of the LCSP

Tenderers must provide proof that they have at their disposal the resources and technical capacity to perform the services described in these Terms and Conditions in the manner specified herein. They must also have experience in the performance and delivery of similar services. Similar services are understood to be contracts for services involving the creation and development of product, corporate and place branding projects.

To this end, the applicant must submit the following information:

1. Tenderer's name and contact details
2. Details, where applicable, of the group of professionals that have partnered together in the design contest
3. A list of jobs carried out within the past three years on product, corporate or place branding projects

For the list of similar jobs or services performed, if the recipient was a public body evidence must be provided in the form of certificates issued or endorsed by the relevant authority. If the recipient was a private party, a certificate issued by said party must be submitted or, in its absence, a declaration by the business owner together with any documents available that offer proof that the job or service was provided.

For technical capacity to be considered proven, the cumulative annual value of jobs carried out in the busiest year must be at least 75,000 euros excluding VAT.

For newly created companies, construed as those incorporated less than five years ago, technical capacity must be demonstrated pursuant to the provisions of Article 90.1.h) of the LCSP, that is, via a declaration specifying the machinery, material and technical equipment available for the purpose of providing the service, to which the relevant supporting documentation must be attached.

For technical capacity to be considered proven, tenderers must possess, either through ownership or under a licence, at least one of each of the following tools: image editing software, both raster-based (Photoshop or equivalent) and vector-based (Illustrator or equivalent), desktop publishing software (InDesign or equivalent) and the computer equipment necessary to operate said software.

9. Submission of Applications to Take Part in the Contest

9.1. Notices

The design contest notice will be published on the Public Sector Procurement Platform (PLACSP), where its Terms and Conditions and other information can be viewed in accordance with the terms of Article 135 et seq. of the LCSP. Furthermore, publication of the notice will be followed by mass dissemination thereof by the contracting authority, by any means at its disposal.

9.2. Submission of Documents

Participation in the design contest will be carried out via the Public Sector Procurement Platform. Participants must submit the required documentation in each of the relevant envelopes as the contest phases progress, as per the specifications set out in the Design Contest Notice published on the Public Sector Procurement Platform.

With respect to all documentation submitted in “Sobre B” and “Sobre C” (Envelopes B and C) for contest Sub-Phases A and B Under a Slogan in which anonymity must be ensured, participants must remember that no details may be included which identify the natural or legal person taking part in the contest. Any information on the sender that might be discovered will thus be available exclusively to the Contracting Authority that receives the document, which undertakes and guarantees to preserve anonymity.

Each participant may submit no more than one participation application, either individually or as part of a temporary consortium. If a tender has been submitted individually, the same participant may not submit another as part of a temporary consortium, nor, where applicable, may a participant be part of more than one entity. In such an event, all proposals signed by the participant in question will be rejected.

Submission of an application to take part in the contest entails unconditional acceptance by the participant, with no reservations or qualifications, of all of these Terms and Conditions. All documents submitted must be translated, if applicable, into Spanish.

9.3 Documents to be Submitted

Parties that wish to take part in the design contest must submit three electronic envelopes, each one at the relevant time in keeping with the progression of the contest's phases:

9.3.1. “Sobre A” (Envelope A) - Financial and Technical Capacity for Phase 1, or The Pre-Selection Phase

Registration form and proof of capacity for the purpose of taking part in the juried Design Contest for the Subsequent Creation of a Visual Identity for the City of Madrid

Inside this envelope, candidates must include all of the documents providing evidence that they satisfy the financial and technical capacity criteria for admission to the next phase of the contest:

- a) Registration Form, signed by the company's legal representative or a member of staff with sufficient authority to do so (“Anexo I”)
- b) Proof of financial and technical capacity as required by Section 8 of these Terms and Conditions, demonstrated pursuant to the stipulations of said section
- c) Declaration of Honour signed by the company's legal representative warranting fulfilment of all legal and administrative criteria required under the Terms and Conditions for participation (“Anexo II”)

9.3.2. “Sobre B” (Envelope B) - Documents for Sub-Phase A: Under a Slogan

“Sobre B” (Envelope B) must strictly adhere to the guarantee of anonymity required under these Terms and Conditions. In view of this, it must be submitted as per the criteria set out below.

In this envelope, applicants must provide evidence of their ability to take on the project of creating a visual identity for the city and developing the guidelines for said identity. To this end, they must submit the following:

- a) **A motivation letter**, which may not contain any identifying information or signs, in which they give a succinct, rough outline of their vision for the project and the goals to be achieved. The purpose of this letter is not to define the project or to present the proposal.

The motivation letter must be accompanied by:

1. Up to **three logos** created in the past three years
2. Up to **three visual identities** created in the past three years

b) **Participant ID Sheet (“Anexo IV”)**: this sheet will identify the participant and must contain the following information:

1. The chosen slogan, which must be different to the slogan selected by the same participant for the purpose of taking part in Sub-Phase B
2. Name of participant(s) and, where applicable, of the team representative
3. Names of the other members of the team, if applicable

9.3.3. “Sobre C” (Envelope C) – Documents for Sub-Phase B: Under a Slogan

This envelope, called “Sobre C” (Envelope C), must also strictly adhere to the guarantee of anonymity laid down in these Terms and Conditions, for which reason it must be submitted as per the criteria set out below:

9.3.3.1. Proposal Format - “Sobre C” (Envelope C)

- a) **Graphic proposal(s)** being submitted to the contest, up to a maximum of 3

Each proposal must include one visual identity for the city of Madrid that contains the word “Madrid” and another version that doesn't. Neither may contain any identifying signs or information.

Each visual identity proposal must be submitted in two formats:

- PDF 1080x1920 at 72 PPI
- PDF to print on A4 paper at 300 PPI

There is no page limit for the submission and it may make use of any audiovisual and graphic resources allowed by the Public Sector Procurement Platform. In particular, it should be noted that said platform does not allow the attachment of documents larger than 5MB.

Notwithstanding the foregoing, the development of the visual identity must include at least the following elements:

1. Brand:

- a) Mark:

- Development of the mark
- Typography and usage examples
- Corporate colours and their equivalents
- Colour, monochrome and negative versions
- Minimum dimensions and safe area
- A version with and without the brand claim (and variations)
- Prohibited usage
- Photo art direction (“big idea” and visual elements)
- Examples of the mark in motion

- b) Brand Values:

- A set of principles that underpin Madrid's identity

- c) Value Proposition:

- Definition of a unique, authentic position
- Values and attributes that make Madrid the city to choose as a destination



d) Brand Claim (Optional):

The mark will feature a claim that will be used alongside it to give it context.

2. The best way to convey an identity is to give examples of how it works using representative mock-ups. In view of this, we ask you to submit examples of applications of the mark on: a) a printed poster b) t-shirts c) Instagram (profile, feed and stories).

3. Our world is global, and a mark developed in a setting of fluid communication with a range of formats and channels must be created with a global vision:

a) Show an application in English to demonstrate that it works well in other languages.

b) Participant ID Sheet ("Anexo V"): this sheet will identify the participant and must contain the following information:

1. The chosen slogan, which must be different to the slogan selected by the same candidate for the purpose of taking part in Sub-Phase A

2. Name of participant(s) and, where applicable, of the team representative

3. Names of the other members of the team, if applicable

If the participant wishes to remain anonymous in the event that their proposal does not win the contest, this wish must be indicated by writing the word "ANONIMO" (ANONYMOUS) under the slogan.

9.3.4. Administrative Documents

The winning candidate must provide evidence of their ability to participate in public sector contracts by submitting the following documents:

a) National ID card or equivalent document providing proof of the identity of the person who signed the application to take part in the contest

b) Business owners who are legal persons must submit the Articles of Association and any existing amendments, filed with the Registrar of Companies (Registro Mercantil) where required under applicable commercial law. If registration is not required, they must submit the Articles of Association or document of incorporation, company statutes or founding documents that describe the rules that govern the company's activity, duly filed, where required, with the relevant official Registrar.

c) Non-Spanish companies from Member States of the European Union or European Economic Area must submit a document duly translated into Spanish that provides proof of their registration in the registrars listed in Annex I of the RGLCAP, or submit the certificates stipulated in said Annex for the relevant type of contract.

d) When the law in the Member State where the company is incorporated requires special authorisation or membership of a certain organisation in order for the service in question to be legally provided in that Member State, the company must provide evidence that it meets this requirement.

e) Along with the documents submitted, natural or legal persons in non-EU countries must provide a statement from the relevant permanent Spanish diplomatic mission, also duly translated into Spanish, attesting that the country where the foreign company is incorporated allows Spanish companies to take part in government procurement procedures and contracts with public bodies, organisations and entities comparable to those listed in Article 3 of the LCSP in a manner that is substantially similar.

f) If the applicant is acting via a representative, said representative must submit a power of attorney detailing the scope of the representative's power to tender, certified by the Municipal Legal Advice Service (Asesoría Jurídica Municipal) with a statement of its validity attached.

g) Declaration of Honour from the tenderer stating that none of the circumstances giving rise to a prohibition on participating in contracts under Article 71 of the LCSP apply



h) A declaration confirming the tenderer has fulfilled all legally imposed tax obligations to the State, to Madrid City Council and to the Spanish Social Security scheme, without prejudice to proof of fulfilment of these obligations being required before a contest winner is awarded the service contract. In such an event, and for this purpose, the tenderer must submit a certificate issued by the aforementioned government bodies. The certificate from Madrid City Council will be requested ex officio by the contracting authority.

i) Proof of fulfilment of trading income tax ("IAE") obligations under the terms set out in Article 15.1 of Spanish Royal Decree-law 1098/2001 of 12 October, which approves the General Regulations of the Law on Contracts Awarded by Public Authorities

j) Details of the tenderer's name, address, telephone number and email address.

k) Business owners that wish to compete as part of a temporary consortium must submit a written pledge to form an official joint venture should they be awarded the contract. When two or more companies submit a joint tender, each one will accredit their own legal status and capacity, and a description of the name and circumstances of each company that signs the tender must be submitted. This description must also specify the nature of each company's participation and must designate a person or entity to act as sole representative of all of the companies in dealings with the government.

l) Foreign companies must include a declaration consenting to submit to the jurisdiction of all applicable Spanish courts for any disputes arising directly or indirectly in relation to the contract. Similarly, they must waive, where applicable, their right of recourse to any other foreign jurisdiction that may apply.

10. Contest Procedure

Within two months of publication of the design contest notice, interested parties must submit their participation application ("Sobre A" - Envelope A), which must contain the documents listed in Point 9.3.1 of these Terms and Conditions.

Before the Jury begins to consider the entries, selection will be carried out in Phase 1, or the Pre-Selection Phase, by a Technical Committee appointed to support the Jury. This Committee will verify that applicants meet the financial and technical capacity requirements for participation laid down in these Terms and Conditions. It will also verify the Declarations of Honour warranting that the candidates are eligible to enter into contracts.

All participants who meet these criteria will proceed to the next phase (Sub-Phase A Under a Slogan), except where they expressly withdraw from the contest.

The Technical Committee will be composed of the Head of the Economic Regime, Procurement and Common Services Unit of the General Technical Secretariat of the Department of Economy, Innovation and Employment, the Head of the Economic-Administrative Management and Private Sector Unit of the Madrid City Brand and Partnership Office, a representative from the Madrid City Brand and Promotion Unit, and the Deputy Director General for Administrative Coordination of the Directorate-General for Communication, who will serve as Committee Secretary.

Once the participation application deadline has passed, the Technical Committee will perform an internal review of the documentation submitted by tenderers. If any correctable errors or omissions are observed, the Committee will notify the relevant tenderer via the PLACSP and said tenderer will have no more than three working days to correct the issue. Notwithstanding the foregoing, if a tenderer's documents contain errors or omissions that cannot be corrected, said tenderer will not be admitted to the tender procedure.

Participants will be individually notified of whether or not they have been admitted to the contest and informed of the specific reasons justifying the decision in each individual case.

After the end of Phase 1, or the Pre-Selection Phase, applicants that meet the criteria for advancement to the next phase, called Sub-Phase A Under a Slogan, must, upon invitation, submit the

required documents (“SOBRE B” - ENVELOPE B) – Section 9.3.2 of the Terms and Conditions) via the Public Sector Procurement Platform within 15 calendar days of the day after the invitation is sent.

This envelope will be opened by the Technical Committee for subsequent evaluation by the Jury.

The Jury will evaluate the candidates, scoring them using the criteria set out below. The candidates (maximum of five and minimum of three) who receive the highest scores will be selected as finalists and invited to take part in the next phase (Sub-Phase B Under a Slogan – “SOBRE C” (ENVELOPE C)).

Professionals and companies will be invited to take part in Sub-Phase B Under a Slogan based on the evaluation of criteria relating to the information that has been submitted to provide a picture of the technical, economic and financial capacity at their disposal for the purpose of creating the city of Madrid's visual identity.

10.1. Evaluation Criteria for Admission to Sub-Phase B Under a Slogan

The following aspects will be evaluated, for a maximum overall score of 100 points.

- a) Motivation letter (up to 35 points)
- b) Representative examples of work from the past three years (up to 65 points)

Candidates will be chosen to advance to the project creation phase based on the following criteria:

- a) Motivation letter: the project vision and the method for bringing it to fruition will be evaluated
- b) Representative examples: The Jury will evaluate the formal execution of the examples submitted, namely the use of resources and techniques employed and the soundness, innovation, originality and personality of the submissions. Other elements to be judged include functionality and goals relating to comprehension, differentiation and memorability of the mark as well as understanding of and adaptability to multichannel environments. On a conceptual level, the Jury will evaluate creativity as a generator of solutions to the issues posed in the briefing and the relevance with which these solutions are visually articulated.

With these criteria in mind, the Jury will hold three elimination rounds:

- a) An initial elimination round in which the Jury members will have unrestricted voting rights, that is, they may directly eliminate as many entries as they deem appropriate, without the need to score them. Entries supported by votes from at least half the Jury will advance to the next round.
- b) A second elimination round in which each member of the Jury will also have unrestricted voting rights, and entries supported by votes from at least half of the Jury will advance to the next round.
- c) A third round in which each member of the Jury will score the different proposals as he or she sees fit, inside the upper and lower limits for each aspect. This round will end with selection of the finalists who, in order of score and under the provisions of these Terms and Conditions, will go on to develop the project proposal in Sub-Phase B Under a Slogan.

A maximum of five and a minimum of three candidates (Article 185.3 LCSP) will be selected in Sub-Phase A Under a Slogan in order of their respective scores, based on the criteria set out above. These candidates must provide confirmation, via the Public Sector Procurement Platform, of their acceptance of the invitation to take part in Sub-Phase B Under a Slogan within five days of the date the invitation is sent, as only professionals and/or companies that have been invited based on the Jury's selection process and have accepted the invitation will be able to participate in this phase.

If a candidate does not confirm their participation within five days of the stipulated deadline, the Technical Committee may invite another candidate to replace them provided that the new candidate's score is at least seventy points and that the protocol for order of selection (based on highest to lowest score) is strictly followed. Notwithstanding the above, given that Article 185.3 of the LCSP requires a



minimum of three candidates, this requirement will be fulfilled under all circumstances, in strict order of score from highest to lowest, even if a minimum score of 70 points is not achieved, provided that, with the aim of ensuring a minimum acceptable level of quality, the score of any potential candidate is not below 50 points.

In the event that implementing this protocol results in the selection of less than three candidates that meet the score criteria, in compliance with the combined provisions of Articles 187.10 and 162.2 of the LCSP the contest may continue if there are at least two candidates that meet the criteria. Candidates who did not apply to take part in the contest or who do not possess the minimum criteria may not be invited to participate. In the absence of two eligible candidates, the contest will be declared unsuccessful.

The candidates selected must submit at least one and up to three visual identity proposals for the city of Madrid. Each proposal must include one visual identity that contains the word "Madrid" and another version that doesn't.

They must submit their proposals via the PLACSP within 45 calendar days of the date of their request by the Technical Committee.

10.2. *Guarantee of Anonymity in the "Under a Slogan" Sub-Phases*

Work must be submitted under a slogan chosen by each candidate, which will be different for Sub-Phases A and B and must appear on all relevant documents so as to keep the candidates anonymous.

Any other information that appears in the documents will be subject to exclusion.

10.3. *Exclusion*

Any proposals submitted after the deadline, or which do not ensure anonymity, will be excluded from the contest. Similarly, all proposals subject to the following circumstances will be excluded at the Jury's discretion:

- a) Non-compliance with any of the Terms and Conditions set forth in this document
- b) Breach of anonymity, either through revelation of the slogan by any means or through submission of graphic elements that identify the creator of the proposal
- c) Submission of work that has already been published or disseminated, or dissemination of submitted proposals before the final contest decision is announced
- d) The existence of inaccuracies and blatant contradictions in the proposal's content
- e) Failure to include documentation required for adequate evaluation of the proposal

10.4. *Evaluation Criteria for Sub-Phase B Under a Slogan*

The Jury will evaluate the proposals submitted by the five finalists, taking into consideration their suitability with regard to the contents of the Visual Identity Briefing, which will be provided to them by Madrid City Council.

Once again, the use of resources and techniques employed as well as the soundness, innovation, originality and personality of the proposals will be assessed. Other elements to be judged include functionality and the setting of goals relating to comprehension, differentiation and memorability of the brand as well as understanding of and adaptability to multichannel environments. On a conceptual level, the Jury will evaluate creativity as a generator of solutions to the problems posed in the briefing and the relevance with which these solutions are visually articulated.

These aspects will be evaluated based on the following criteria:



Evaluation Criteria	Points
Logo	30
Development and adaptability of the visual identity	20
Strategic understanding and articulation thereof in the development of the identity	30
Adaptation and innovation, both conceptual and with respect to form, in the methodological approach and solutions offered	20

Each member of the Jury will use these criteria to independently and confidentially score the above aspects for every proposal submitted. A final score will then be calculated for each proposal by adding up the scores for every criterion assessed.

The winning proposal will be the one with the highest aggregate score after the respective scores of each Jury member are tallied.

In the event of a tie between two or more proposals, the Jury will re-evaluate the proposals with identical scores, using the same criteria as it did for the first evaluation. If the tie persists after the second evaluation, the chair of the Jury may exercise his or her discretion to select the winning visual identity design.

The Jury will announce the contest decision and the winner's name within 10 working days of the day the envelopes are opened.

The Jury may declare the contest unsuccessful if it does not deem any of the proposals to possess the minimum standard of quality required.

The City Council also reserves the right to collaborate with the designer on the design of the final image.

11. Jury Composition and Operation

11.1. Composition

The Jury will be composed mainly of prestigious, experienced industry professionals with technical backgrounds. Its members in Sub-Phase A will be:

- a) Chair: General Coordinator of Economy, Trade, Consumer Affairs and Partnership
- b) One representative from the Directorate-General for Communication in Madrid City Council
- c) Two representatives from the Madrid City Brand and Partnership Office and one representative from the Directorate-General for Communication, who will be technical experts and will have the right to speak but not to vote
- d) One representative appointed on the motion of the Department of Tourism
- e) Five prestigious designers appointed on the motion of Madrid City Council



In Sub-Phase B Under a Slogan, these same members of the Jury will be joined by two internationally prestigious designers appointed on the motion of Madrid City Council.

A person designated by the General Coordinator of Economy, Trade, Consumer Affairs and Partnership will attend the Jury's sessions and act as Jury Secretary. This person will have the right to speak but not to vote.

A list of the names of the jury members will be published on the Public Sector Procurement Platform (PLACSP) with sufficient notice to be able any potential recusals to be handled.

11.2. Functions

Using its own discretion, and for a maximum overall score of 100 points, the Jury will:

- a) Evaluate the motivation letter and representative examples in Sub-Phase A
- b) Analyse the rough project outlines submitted by participants in the Under a Slogan Phase, or Sub-Phase B
- c) Ensure adequate compliance with the stringent anonymity protocol that must be implemented when assessing proposals
- d) Choose the winning proposal, which will be that which is most appropriate to the contest's purposes, or declare the contest unsuccessful
- e) Decide any questions regarding interpretation of the contents of these Terms and Conditions, as well as any other contest-related aspects for the purpose of enabling a final decision to be made

11.3. Procedure

The provisions of Article 187 of the LCSP and, additionally, those of the rules on the procedures of collegial bodies set forth in the Law on the Legal System of the Public Sector of 1 October (Ley 40/2015 de Régimen Jurídico del Sector Público) will apply. In accordance with the provisions of Article 17.1 of the latter, said bodies may be set up and convened, hold sessions, adopt agreements and send out minutes of meetings, either in person or remotely.

When acting remotely, electronic means, including telephone and audiovisual resources which will also be construed as such, must be used to guarantee members' identities, the contents of their statements, the time they are made, interaction and communication between the members in real time and the availability of the electronic means throughout the session. Means considered valid include email, video calls and audio or video conferences.

The person acting as Jury Secretary will record the minutes of the meetings held. In the constituent session, the Jury members will state that none of them is taking part as a tenderer, nor are they subject to disqualification on the grounds of ineligibility set out in these Terms and Conditions. Likewise, they will inform the others, if applicable, of the existence of any of the situations set out in these Terms and Conditions which would render a participant ineligible.

The Jury may be assisted by technical staff and will make its decisions completely autonomously and independently. The provisions of the Law on Public Administration and Common Administrative Procedure of 1 October (Ley 39/2015) will apply in the event of an objection to its decisions.



11.4. Contest Decision

After the deadline for submission of proposals by the selected candidates has passed, the Jury will meet to draw up the official Admission Record, which will also list, if applicable, any rejected proposals and the grounds for their exclusion (in each of the two phases requiring the Jury's involvement).

For the Proposals Under a Slogan phase, the Admission Record will also certify that the Jury is unaware of the identities of the candidates whose proposals have been admitted.

The Jury will collectively detail, with notes recorded in the minutes, the reasons the relevant proposals were selected, including those selected for entry to the third phase and the finalists and winning proposal, in addition to detailing the final ranks of all other proposals in the contest, in order from highest to lowest. This information will be confidential and used exclusively for the purposes set out in these Terms and Conditions. The minutes will also record the outcome of the Jury's discussions, specifying the proposals that were progressively ruled out. Individual votes may be cast if any member of the Jury so desires.

Until a decision has been reached, the members of the Jury will keep their deliberations confidential and will refrain from revealing, outside of their sessions, any information they have gained access to in the performance of their duties.

The contest may be declared unsuccessful if none of the proposals are admissible pursuant to the criteria set out in these Terms and Conditions.

11.5. Announcement of the Decision

Once the decision has been made, information on the identities of the participants who submitted the selected proposals (except where a participant has expressed a wish to remain anonymous and has not won the contest) will be revealed in a public ceremony whose date and venue will be announced via the Public Sector Procurement Platform (PLACSP).

Furthermore, once the decision has been made the Jury will inform the contracting authority so that it may proceed to award the contract to the selected participant.

At that time, the winner of the contest, in accordance with the Declaration of Honour enclosed in "Sobre A" (Envelope A), must provide proof of having the legal capacity and ability to participate in public contracts by submitting the administrative documents set forth in Point 9.3.4 of these Terms and Conditions. The contest results will be published in the manner provided for under Article 154 of the LCSP.

12. Property Rights

Participants in the contest warrant that they are the individual, original creators of the proposals or ideas submitted, that none of them infringe any infringeable industrial or intellectual property rights held by third parties, and that they are free of levies or charges of any type. They expressly accept liability for any claim that may be made against Madrid City Council in regard to the foregoing.

Madrid City Council will hold all industrial and intellectual property rights over the winning proposal for an unlimited period of time and in every country and language in the world. It may therefore freely use and exploit all or part of the proposal or idea in accordance with the provisions of the above paragraph. Furthermore, it may reproduce, transform or communicate said proposal or idea in whole or in part, in any existing or future form, either itself or via the public authorities, bodies or entities referred to in Article 3.1 of the LCSP.

Madrid City Council may publish the works of the other participating companies without said publication entailing an assignment of rights, but rather a mere reproduction.



The winner undertakes, where appropriate, to make all transfers required under the law to assign ownership of the rights to Madrid City Council pursuant to the terms and conditions set out above, and may not use or disseminate the work for the purpose of implementing this contract, either in whole or in part, either directly or excerpted, without express authorisation from the contracting authority.

It is understood that this transfer will be made, in any event, free of charge. Under no circumstances will Madrid City Council make a commitment or have any obligation whatsoever to use or exploit the proposal or idea that has been declared the winner of the contest.

Without prejudice to the foregoing, all rights arising from the winning proposal will be governed by the provisions of the service contract that is subsequently awarded.

The creator will, however, retain moral rights over the proposal and may use it for educational or curricular purposes. Madrid City Council may disseminate the creator's name in any media it deems suitable.

III. THE AWARD PROCESS

13. Award of the Contract

Once the Jury's decision has been announced, and taking into account the ranking list and the contents of the minutes drawn up for this purpose, the contracting authority will proceed to award the contract for development of the brand identity guidelines by negotiated procedure without prior publication, in compliance with the combined provisions of Articles 168.d) and 131.2 of the LCSP.

After certain technical and financial aspects have been negotiated, Madrid City Council will award the proposal that wins the Design Contest with a contract to create the City of Madrid's brand identity guidelines, including different variations on the identity.

The financial and technical aspects of the contract will only be negotiated with the successful tenderer, since the design contest will have a single winner.

The contract's price has been calculated with reference to market values and contracts with similar characteristics that have been awarded in the past. Its final price will be established in the contract negotiation stage based on the tender submitted and may in no event exceed the budget estimated in these Terms and Conditions.

Madrid City Council may require the winner of the contest to include, when developing the visual identity guidelines, elements suggested as a result of the Jury's evaluation and decision-making process, and any changes it deems appropriate, which it may indicate at a later time, provided that they do not alter the nature of the winning project.

In the event that no agreement is reached during the negotiations, or the winner of the contest pulls out for any reason, the City Council may negotiate with the next highest-ranking parties for the purpose of procuring the service, in accordance with the proposal scores awarded by the Jury in the Under a Slogan Phase, or Sub-Phase B, that is, in order of the scores obtained.

14. Completion Period for the Visual Identity Guidelines

The City of Madrid Visual Identity Guidelines must be drafted within a maximum period of two months of the date of execution of the contract, during which time meetings will be held fortnightly with the relevant specialists from Madrid City Council.



ANEXO I

BOLETIN DE INSCRIPCION

D./D^a _____ con D.N.I. nº _____ en
nombre (propio) o actuando en representación de (persona o personas a las que representa)
_____ con N.I.F./C.I.F. _____ con
domicilio en _____, calle _____, número _____,

MANIFIESTA:

Que, habiendo tenido conocimiento de la convocatoria, por parte del Ayuntamiento de Madrid, del **Concurso de Proyectos con intervención de Jurado para la creación de la identidad visual de la ciudad de Madrid**, convocado por la Coordinación General de Economía, Comercio, Consumo y Partenariado, así como de las bases que rigen el mismo, y enterado de las condiciones, requisitos y obligaciones establecidos en dichas bases, cuyo contenido declaro conocer y aceptar plenamente, por la presente

SOLICITA:

Que por parte de ese Ayuntamiento sea admitida mi inscripción en el referido Concurso, así como la documentación que se presenta junto a la misma.

Lugar, Fecha y firma

Los datos recabados serán incorporados y tratados con la actividad de tratamiento de "promoción y marca Madrid" a los ficheros de carácter personal de los que es responsable la Oficina de Partenariado y Marca Madrid sita en la Calle Príncipe de Vergara, 140 (28002 Madrid) para el desarrollo de sus fines de promoción y marca Madrid, y ante quienes las personas afectadas podrán ejercer sus derechos. Los interesados que faciliten datos de carácter personal consienten inequívocamente la incorporación de sus datos a los ficheros que contengan datos de esta naturaleza de los que sea responsable la Oficina de Partenariado y marca Madrid, así como el tratamiento automatizado o parcialmente automatizado de los mismos con el fin de que puedan ser utilizados por la Oficina de Partenariado y marca Madrid con la finalidad, en la forma y con las limitaciones y derechos que recoge el Reglamento (UE) 2.019/679 del Parlamento Europeo y del Consejo relativo a la protección de las persona físicas en lo respecta el tratamiento de datos personales y a la libre circulación de estos datos (Reglamento Europeo de Protección de Datos) y la Ley Orgánica 3/2.018, de 5 de diciembre, de Protección de Datos de Carácter Personal y Garantía de los Derechos Digitales. Los datos no podrán ser cedidos a terceros salvo en los supuestos previstos en la normativa vigente sobre protección de datos de carácter personal. La Oficina de Partenariado y Marca Madrid queda autorizada por el usuario a hacer uso de los datos personales que del mismo dispone y a efectuar con ellos el tratamiento necesario para el desarrollo de sus fines de "Promoción y marca Madrid. Los usuarios podrán revocar su consentimiento en cualquier momento, aunque sin efectos retroactivos, así como ejercer gratuitamente los derechos de protección de datos dirigiéndose por escrito a la Oficina de Partenariado y Marca Madrid en el correo electrónico marcamadrid@madrid.es. Delegado de Protección de Datos: Dirección General de Transparencia y Calidad (oficprotecciondatos@madrid.es). Si desea recibir más información sobre la política de tratamiento de datos del Ayuntamiento de Madrid, puede hacerlo en este [enlace](#)



ANEXO II

DECLARACIÓN RESPONSABLE

D./D.^a, con D.N.I. N.º..... en nombre y representación de la Entidad, con N.I.F. N.º al objeto de participar en el **Concurso de Proyectos con intervención de Jurado para la creación de la identidad visual de la ciudad de Madrid**, convocado por la Coordinación General de Economía, Comercio, Consumo y Partenariado del Ayuntamiento de Madrid

DECLARA bajo su responsabilidad:

- Que el firmante ostenta la representación de la sociedad que presenta la oferta, que cuenta con las autorizaciones necesarias para ejercer la actividad y que no está incurso en prohibición de contratar alguna.
- Que se trata de empresa extranjera:
 - Si, y me someto a la jurisdicción de los Juzgados y Tribunales españoles de cualquier orden, para todas las incidencias que de modo directo o indirecto pudieran surgir del contrato, con renuncia, en su caso, al fuero jurisdiccional extranjero que pudiera corresponderles.
 - No.
- Que la empresa a la que representa emplea a: (Marque la casilla que corresponda)
 - Menos de 50 trabajadores
 - 50 o más trabajadores y (Marque la casilla que corresponda)
 - Cumple con la obligación de que, entre ellos, al menos, el 2% sean trabajadores con discapacidad, establecida por el Real Decreto Legislativo 1/2013, de 29 de noviembre, por el que se aprueba el Texto Refundido de la Ley General de derechos de las personas con discapacidad y de su inclusión social.
 - Cumple las medidas alternativas previstas en el Real Decreto 364/2005, de 8 de abril, por el que se regula el cumplimiento alternativo con carácter excepcional de la cuota de reserva a favor de trabajadores con discapacidad.
- Que la empresa a la que representa cumple con las disposiciones vigentes en materia laboral y social.
- Que la empresa a la que representa: (Marque la casilla que corresponda)
 - Emplea a más de 250 trabajadores y cumple con lo establecido en el apartado 2 del artículo 45 de la Ley Orgánica 3/2007, de 22 de marzo, para la igualdad efectiva de mujeres y hombres, relativo a la elaboración y aplicación de un plan de igualdad.
 - Emplea a 250 o menos trabajadores y en aplicación del convenio colectivo aplicable, cumple con lo establecido en el apartado 3 del artículo 45 de la Ley Orgánica 3/2007, de 22 de marzo, para la



igualdad efectiva de mujeres y hombres, relativo a la elaboración y aplicación de un plan de igualdad.

- En aplicación del apartado 5 del artículo 45 de la Ley Orgánica 3/2007, de 22 de marzo, para la igualdad efectiva de mujeres y hombres, la empresa no está obligada a la elaboración e implantación del plan de igualdad.

[- Que la empresa a la que representa autoriza a la Administración contratante para que acceda a la información que acredita que se halla al corriente del cumplimiento de las obligaciones tributarias impuestas por las disposiciones vigentes, a través de las bases de datos de otras Administraciones Públicas con las que haya establecido convenios³].

- Dirección de correo electrónico “habilitada” para efectuar las notificaciones, de conformidad con lo dispuesto en la Disposición adicional decimoquinta de la LCSP:

Fecha y firma del licitador

COORDINACION GENERAL DE ECONOMÍA, COMERCIO, CONSUMO Y PARTENARIADO ÁREA DE GOBIERNO DE ECONOMÍA, INNOVACIÓN Y EMPLEO

Los datos recabados serán incorporados y tratados con la actividad de tratamiento de “promoción y marca Madrid” a los ficheros de carácter personal de los que es responsable la Oficina de Partenariado y Marca Madrid sita en la Calle Príncipe de Vergara, 140 (28002 Madrid) para el desarrollo de sus fines de promoción y marca Madrid, y ante quienes las personas afectadas podrán ejercer sus derechos. Los interesados que faciliten datos de carácter personal consenten inequívocamente la incorporación de sus datos a los ficheros que contengan datos de esta naturaleza de los que sea responsable la Oficina de Partenariado y marca Madrid, así como el tratamiento automatizado o parcialmente automatizado de los mismos con el fin de que puedan ser utilizados por la Oficina de Partenariado y marca Madrid con la finalidad, en la forma y con las limitaciones y derechos que recoge el Reglamento (UE) 2.019/679 del Parlamento Europeo y del Consejo relativo a la protección de las persona físicas en lo respecta el tratamiento de datos personales y a la libre circulación de estos datos (Reglamento Europeo de Protección de Datos) y la Ley Orgánica 3/2.018, de 5 de diciembre, de Protección de Datos de Carácter Personal y Garantía de los Derechos Digitales. Los datos no podrán ser cedidos a terceros salvo en los supuestos previstos en la normativa vigente sobre protección de datos de carácter personal. La Oficina de Partenariado y Marca Madrid queda autorizada por el usuario a hacer uso de los datos personales que del mismo dispone y a efectuar con ellos el tratamiento necesario para el desarrollo de sus fines de “Promoción y marca Madrid. Los usuarios podrán revocar su consentimiento en cualquier momento, aunque sin efectos retroactivos, así como ejercer gratuitamente los derechos de protección de datos dirigiéndose por escrito a la Oficina de Partenariado y Marca Madrid en el correo electrónico marcamadrid@madrid.es. Delegado de Protección de Datos: Dirección General de Transparencia y Calidad (oficprotecciondatos@madrid.es). Si desea recibir más información sobre la política de tratamiento de datos del Ayuntamiento de Madrid, puede hacerlo en este [enlace](#)

³ En el supuesto de que la empresa no autorice a la Administración, deberá suprimir este texto. En la actualidad solamente se ha suscrito convenio de colaboración con la Agencia Tributaria.



Anexo III

MODELO DE COMPROMISO PARA LA INTEGRACIÓN DE LA SOLVENCIA
CON MEDIOS EXTERNOS⁴.

D./D.^a con D.N.I. N.º..... en
nombre y representación de la Entidad, con N.I.F. N.º
..... al objeto de participar en el **Concurso de Proyectos con intervención de Jurado
para la creación de la identidad visual de la ciudad de Madrid**, convocado por la Coordinación General de
Economía, Comercio, Consumo y Partenariado del Ayuntamiento de Madrid

D./D.^a con D.N.I. N.º..... en
nombre y representación de la Entidad, con N.I.F. N.º
.....

De conformidad con lo dispuesto en el artículo 75 de la Ley 9/2017, de 8 de noviembre, de Contratos del
Sector Público

SE COMPROMETEN A:

- Que la solvencia o medios que pone a disposición la entidad.....
a favor de la entidad.....son los siguientes⁵:
-
-
- Que durante toda la ejecución del contrato dispondrán efectivamente de la solvencia o medios que se
describen en este compromiso.
- Que la disposición efectiva de la solvencia o medios descritos no está sometida a condición o limitación
alguna.

Fecha
Firma del licitador.

Firma de la otra entidad.

COORDINACION GENERAL DE ECONOMÍA, COMERCIO, CONSUMO Y PARTENARIADO
ÁREA DE GOBIERNO DE ECONOMÍA, INNOVACIÓN Y EMPLEO

⁴ Si se recurre a la solvencia o medios de varias entidades se deberá cumplimentar una declaración conforme al modelo,
por cada una de las entidades que pone a disposición del licitador su solvencia o medios.

⁵ Se deberá indicar la solvencia o medios concretos.



Los datos recabados serán incorporados y tratados con la actividad de tratamiento de “promoción y marca Madrid” a los ficheros de carácter personal de los que es responsable la Oficina de Partenariado y Marca Madrid sita en la Calle Príncipe de Vergara, 140 (28002 Madrid) para el desarrollo de sus fines de promoción y marca Madrid, y ante quienes las personas afectadas podrán ejercer sus derechos. Los interesados que faciliten datos de carácter personal consienten inequívocamente la incorporación de sus datos a los ficheros que contengan datos de esta naturaleza de los que sea responsable la Oficina de Partenariado y marca Madrid, así como el tratamiento automatizado o parcialmente automatizado de los mismos con el fin de que puedan ser utilizados por la Oficina de Partenariado y marca Madrid con la finalidad, en la forma y con las limitaciones y derechos que recoge el Reglamento (UE) 2.019/679 del Parlamento Europeo y del Consejo relativo a la protección de las persona físicas en lo respecta el tratamiento de datos personales y a la libre circulación de estos datos (Reglamento Europeo de Protección de Datos) y la Ley Orgánica 3/2.018, de 5 de diciembre, de Protección de Datos de Carácter Personal y Garantía de los Derechos Digitales. Los datos no podrán ser cedidos a terceros salvo en los supuestos previstos en la normativa vigente sobre protección de datos de carácter personal. La Oficina de Partenariado y Marca Madrid queda autorizada por el usuario a hacer uso de los datos personales que del mismo dispone y a efectuar con ellos el tratamiento necesario para el desarrollo de sus fines de “Promoción y marca Madrid. Los usuarios podrán revocar su consentimiento en cualquier momento, aunque sin efectos retroactivos, así como ejercer gratuitamente los derechos de protección de datos dirigiéndose por escrito a la Oficina de Partenariado y Marca Madrid en el correo electrónico marcamadrid@madrid.es. Delegado de Protección de Datos: Dirección General de Transparencia y Calidad (oficprotecciondatos@madrid.es). Si desea recibir más información sobre la política de tratamiento de datos del Ayuntamiento de Madrid, puede hacerlo en este [enlace](#)



Anexo IV

MODELO DE CARTA DE IDENTIFICACIÓN PARA LOS CONCURSANTES EN LA
SUB FASE A BAJO LEMA (SOBRE B)

1.º LEMA ELEGIDO:

(Deberá ser distinto del lema seleccionado para participar en la SUB-FASE B).

2.º Nombre y apellidos del concursante/es y del representante del equipo, en su caso.

3.º Nombre del resto de los componentes del equipo, si procede.

Fecha y firma del licitador

COORDINACION GENERAL DE ECONOMÍA, COMERCIO, CONSUMO Y PARTENARIADO
ÁREA DE GOBIERNO DE ECONOMÍA, INNOVACIÓN Y EMPLEO



Los datos recabados serán incorporados y tratados con la actividad de tratamiento de "promoción y marca Madrid" a los ficheros de carácter personal de los que es responsable la Oficina de Partenariado y Marca Madrid sita en la Calle Príncipe de Vergara, 140 (28002 Madrid) para el desarrollo de sus fines de promoción y marca Madrid, y ante quienes las personas afectadas podrán ejercer sus derechos. Los interesados que faciliten datos de carácter personal consienten inequívocamente la incorporación de sus datos a los ficheros que contengan datos de esta naturaleza de los que sea responsable la Oficina de Partenariado y marca Madrid, así como el tratamiento automatizado o parcialmente automatizado de los mismos con el fin de que puedan ser utilizados por la Oficina de Partenariado y marca Madrid con la finalidad, en la forma y con las limitaciones y derechos que recoge el Reglamento (UE) 2.019/679 del Parlamento Europeo y del Consejo relativo a la protección de las persona físicas en lo respecta el tratamiento de datos personales y a la libre circulación de estos datos (Reglamento Europeo de Protección de Datos) y la Ley Orgánica 3/2.018, de 5 de diciembre, de Protección de Datos de Carácter Personal y Garantía de los Derechos Digitales. Los datos no podrán ser cedidos a terceros salvo en los supuestos previstos en la normativa vigente sobre protección de datos de carácter personal. La Oficina de Partenariado y Marca Madrid queda autorizada por el usuario a hacer uso de los datos personales que del mismo dispone y a efectuar con ellos el tratamiento necesario para el desarrollo de sus fines de "Promoción y marca Madrid. Los usuarios podrán revocar su consentimiento en cualquier momento, aunque sin efectos retroactivos, así como ejercer gratuitamente los derechos de protección de datos dirigiéndose por escrito a la Oficina de Partenariado y Marca Madrid en el correo electrónico marcamadrid@madrid.es. Delegado de Protección de Datos: Dirección General de Transparencia y Calidad (oficprotecciondatos@madrid.es). Si desea recibir más información sobre la política de tratamiento de datos del Ayuntamiento de Madrid, puede hacerlo en este [enlace](#)

Anexo V

MODELO DE CARTA DE IDENTIFICACIÓN PARA LOS CONCURSANTES EN LA
SUB FASE B BAJO LEMA (SOBRE C)

1.º LEMA ELEGIDO

(deberá ser distinto del lema seleccionado para participar en la SUB-FASE A).

2.º Nombre y apellidos del concursante/es y del representante del equipo, en su caso.

3.º Nombre del resto de los componentes del equipo, si procede.

Fecha y firma del licitador

COORDINACION GENERAL DE ECONOMÍA, COMERCIO, CONSUMO Y PARTENARIADO
ÁREA DE GOBIERNO DE ECONOMÍA, INNOVACIÓN Y EMPLEO



Los datos recabados serán incorporados y tratados con la actividad de tratamiento de “promoción y marca Madrid” a los ficheros de carácter personal de los que es responsable la Oficina de Partenariado y Marca Madrid sita en la Calle Príncipe de Vergara, 140 (28002 Madrid) para el desarrollo de sus fines de promoción y marca Madrid, y ante quienes las personas afectadas podrán ejercer sus derechos. Los interesados que faciliten datos de carácter personal consienten inequívocamente la incorporación de sus datos a los ficheros que contengan datos de esta naturaleza de los que sea responsable la Oficina de Partenariado y marca Madrid, así como el tratamiento automatizado o parcialmente automatizado de los mismos con el fin de que puedan ser utilizados por la Oficina de Partenariado y marca Madrid con la finalidad, en la forma y con las limitaciones y derechos que recoge el Reglamento (UE) 2.019/679 del Parlamento Europeo y del Consejo relativo a la protección de las persona físicas en lo respecta el tratamiento de datos personales y a la libre circulación de estos datos (Reglamento Europeo de Protección de Datos) y la Ley Orgánica 3/2.018, de 5 de diciembre, de Protección de Datos de Carácter Personal y Garantía de los Derechos Digitales. Los datos no podrán ser cedidos a terceros salvo en los supuestos previstos en la normativa vigente sobre protección de datos de carácter personal. La Oficina de Partenariado y Marca Madrid queda autorizada por el usuario a hacer uso de los datos personales que del mismo dispone y a efectuar con ellos el tratamiento necesario para el desarrollo de sus fines de “Promoción y marca Madrid. Los usuarios podrán revocar su consentimiento en cualquier momento, aunque sin efectos retroactivos, así como ejercer gratuitamente los derechos de protección de datos dirigiéndose por escrito a la Oficina de Partenariado y Marca Madrid en el correo electrónico marcamadrid@madrid.es. Delegado de Protección de Datos: Dirección General de Transparencia y Calidad (oficprotecciondatos@madrid.es). Si desea recibir más información sobre la política de tratamiento de datos del Ayuntamiento de Madrid, puede hacerlo en este [enlace](#)