



Design Contest for the Creation of a Visual Identity for the City of Madrid

Handbook

This handbook is intended to offer information on the procedure to be followed by tenderers who wish to take part in the Design Contest for the Creation of a Visual Identity for the City of Madrid launched by Madrid City Council, whose Terms and Conditions were published on 20 December 2021 on the Public Sector Procurement Platform (Plataforma de Contratación del Sector Público del Estado, referred to hereinafter as "PLACSP").

*This document is informative in nature, with no contractual value. It therefore **has no legal force** and the provisions of the Design Contest Terms and Conditions, as well as the information about the contest published on the Public Sector Procurement Platform (PLACSP), will prevail at all times.*

About the Contest

1. What is the nature of this design contest?

The "Juried Design Contest for the Creation of a Visual Identity for the City of Madrid" is an open, public, government-run design contest held by Madrid City Council to enable the creation of a new visual identity for the city.

2. Who is launching the design contest?

The contest is being held by **Madrid City Council** through the Madrid City Brand and Partnership Office, which is attached to the General Coordination Unit for Economy, Trade, Consumer Affairs and Partnership in the City Council's Department of Economy, Innovation and Employment.

- ∞ *See the Briefing and the Design Contest Notice for more information on the contracting authority.*

3. What is the purpose of the contest?

The contest is being held to **provide the city of Madrid with a new visual identity**: a logo, graphic element or visual composition that identifies the city and allows its brand identity and values to be conveyed at the international level.

- ∞ *See the Design Contest Briefing for more information.*
- ∞ *See Sections 2 and 9.3.3.1 of the Terms and Conditions for more information on the requirements for the visual identity.*
- ∞ *You can find more information on Madrid's brand identity values by reading the City Brand Narrative posted on the Madrid City Brand website (www.marcamadridciudad.es).*

4. Why is it being held?

The design contest is being held to **attract as much talent as possible** to enable the creation of a **visual identity** that strongly conveys Madrid's values and attributes to the world, serves to promote the city in all relevant international forums and encourages a sense of pride in being part of Madrid. It must also be an identity that Madrid's citizens and key public and private stakeholders identify with.

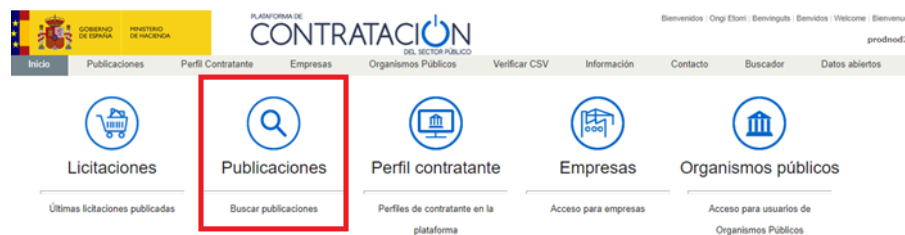
- ∞ *See the Design Contest Briefing and the City Brand Narrative for more information.*

About the Invitation for Tenders

5. Where can I find the Terms and Conditions of this design contest?

You can find the Design Contest Terms and Conditions and the Design Contest Briefing, as well as all relevant information on the contest, on the Public Sector Procurement Platform (PLACSP). The Terms and Conditions and information about the jury will also be posted on the Madrid City Brand website (www.marcamadridciudad.es). To view the Design Contest Notice, follow these steps:

1. Go to the website of the Public Sector Procurement Platform (PLACSP) by pasting the following address or URL into your browser and hitting the “ENTER” or “RETURN” key:
<https://contrataciondelestado.es/wps/portal/plataforma> You will see the following page:



2. Select the “**Publicaciones**” (Publications) icon to search for published tenders. After clicking on it, you will see the following page:



3. Select the “**Licitaciones**” (Tenders) icon to bring up the search form. After clicking on the icon, you will see this form:

4. In the “**Expediente**” (Dossier) field in the upper left-hand corner, enter the reference number **145/2019/02798** and click the green “**Buscar**” (Search) button at the bottom.
5. Key information about the dossier will be shown further down on the same page, under the “**Búsqueda avanzada**” (Advanced Search) section. Select the dossier number, which is shown in blue, to view all information relating to this design contest.

6. Please note that although you are participating in an open design contest, the dossier information will display the phrase “procedimiento restringido” (restricted procedure). Since PLACSP does not have a design contest model, to process the contest it was necessary to choose one of the available options. The restricted procedure model was chosen because it is the one whose characteristics most closely resembled those of the design contest.

6. Can I take part?

Yes, if you are a “natural person” (private individual) or a legally incorporated undertaking, either in Spain or abroad, provided that you have full legal capacity and the capacity to act, you meet the financial and technical capacity requirements set out in the Terms and Conditions, you are not subject to disqualification for ineligibility or a duty to refrain, and you are not prohibited from participating in public contracts. Moreover, you can take part in the design contest either individually or as part of a legally incorporated temporary consortium (“unión temporal”, or UTE).

- ∞ *Each participant may only belong to a single entity and may put together only one participation application.*
- ∞ *If you win the contest, the purpose or activity of your business must be directly related to the purpose of the contract that will be awarded to you for the purpose of drafting the visual identity guidelines, and you must possess sufficient resources to fulfil this contract.*
- ∞ *See Sections 4, 5, 8 and 9.2. of the Terms and Conditions for more information on capacity requirements, ineligibility and the duty to refrain.*

7. Will I receive remuneration for entering the contest?

Only if you are one of the finalists from Sub-Phase A Under a Slogan that are selected by the Jury to be invited to take part in Sub-Phase B Under a Slogan of the contest (minimum of 3 and maximum of 5 participants), in which case you will receive remuneration in the amount of €10,000 including VAT.

- ∞ *If your proposal is the only winner, you will be awarded a contract by negotiated procedure without prior publication of a contract notice for a maximum value of €130,680 including VAT, from which the €10,000 including VAT that was paid to you as a finalist will be deducted.*
- ∞ *See Section 6 of the Terms and Conditions for more information on remuneration for the winner and finalists.*

8. Who will evaluate my proposals?

A jury composed of private individuals with no connection to the participants will impartially assess the motivation letter -accompanied by up to three logos and three visual identities created in the past three years- and the graphic visual identity proposals (up to 3, each one with two versions: one that contains the word “Madrid” and one that doesn’t), which may not contain any identifying signs or information and will be submitted to the jury anonymously.

The jury will be made up of representatives from Madrid City Council and 5 prestigious designers, who will be joined by another 2 internationally prestigious designers in Sub-Phase B Under a Slogan.

- ∞ *See Sections 3 and 11 of the Terms and Conditions for more information on the jury.*
- ∞ *See Section 10.1 of the Terms and Conditions for the evaluation criteria and the protocol the Jury will follow to select the finalists from Sub-Phase A Under a Slogan that will be invited to take part in Sub-Phase B Under a Slogan.*
- ∞ *See Section 10.4 of the Terms and Conditions for the evaluation criteria and the protocol that the Jury will follow to select, where appropriate, the winning identity proposal from among the contest finalists.*

9. What will happen if I win the contest?

If your proposal is the only winner of the design contest, it may be used as the city of Madrid's new visual identity and, after certain technical and financial aspects are negotiated, you will be awarded a contract to draft the brand guidelines, including the different possible logo variations.

The price of the contract awarded to you as the winner of the contest may not exceed €130,680 including VAT, and the €10,000 including VAT that you received as a contest finalist will be deducted from the final contract price.

- ∞ *As the winner of the contest, you will have an obligation to assign ownership of the winning proposal or idea to Madrid City Council free of charge.*
- ∞ *See Sections 6, 9.3.4, 12, 13 and 14 of the Terms and Conditions for more information on remuneration for the winner, the administrative documents that must be submitted by the winner, property rights, award of the contract and the completion deadline for the visual identity guidelines.*

About the Contest Procedure

10. How do I take part in the contest?

To register and take part in the design contest, you must use PLACSP to submit, in the manner and time frame set out in the Terms and Conditions and the Design Contest Notice, all documents required in each of the envelopes (“Sobre A” (Envelope A), “Sobre B” (Envelope B) and “Sobre C” (Envelope C)) that are to be submitted in the different phases of the contest.

- ∞ *Remember that each participant may only submit one participation application (“Anexo I” - Annex I) and that by submitting an application to take part in this Design Contest you agree unconditionally to all of the Terms and Conditions.*
- ∞ *See the Terms and Conditions (Section 9) for information on what documents you need to include in each envelope.*
- ∞ *For information on how and when you need to submit the documents in each envelope, see the Terms and Conditions (Sections 9 and 10) and the Design Contest Notice published on PLACSP.*
- ∞ *Question 5 in this handbook describes how to view the Design Contest Notice in the tender dossier. You don’t need to register on the platform to view the notice, but you must do so if you would like to **make enquiries about the procedure or the Terms and Conditions, as the platform is the only valid channel for making enquiries or asking questions.***
- ∞ *To register on PLACSP, follow the steps outlined in Question 20 of this handbook. For information on how to make enquiries about the procedure or the Terms and Conditions, follow the steps outlined in Question 19. If, on the other hand, you have questions about how the PLACSP platform itself operates, see Question 18 of this handbook.*

11. How many phases does the contest have?

The contest has two phases (Phase 1 and Phase 2), although Phase 2 is divided into two sub-phases: Sub-Phase A Under a Slogan and Sub-Phase B Under a Slogan. The contest’s phases are thus:

1. Phase 1 - Pre-Selection
2. Sub-Phase A Under a Slogan
3. Sub-Phase B Under a Slogan

- ∞ *See Section 3 of the Terms and Conditions for a description of the contest's phases.*

12. What does “Under a Slogan” mean?

This term is used to denote the two sub-phases (A and B) that comprise Phase 2 of the contest, to indicate that documents submitted via PLACSP must not contain any identifying signs or information and must be **anonymous**. Participants must therefore identify their work only by a slogan of their own choosing, which must be different in Sub-Phase A and Sub-Phase B. This ensures that the Jury will evaluate the documents anonymously, with no knowledge of the participants’ identities.

- ∞ See Sections 9.2, 9.3 and 10.2, as well as Annexes (“Anexos”) IV and V of the Terms and Conditions, for information on how anonymity is guaranteed in the Under a Slogan Sub-Phases.

13. What happens in each phase?

Phase 1 is the **pre-selection** phase. In this phase, candidates that wish to enter the contest must use PLACSP to submit the documents required for “**Sobre A**” (**Envelope A**) as per the Terms and Conditions (Section 9.3.1), within the time period stipulated in said Terms and Conditions and in the Design Contest Notice.

The **second** phase begins with **Sub-Phase A Under a Slogan**, in which participants admitted to the contest in the previous phase will be invited to submit, via PLACSP, the documents required for “**Sobre B**” (**Envelope B**) (Section 9.3.2), within the time period stipulated in the Terms and Conditions and the Design Contest Notice.

Sub-Phase B Under a Slogan is the phase in which the finalists selected in the previous Sub-Phase to receive an invitation to take part in Sub-Phase B, and having accepted this invitation, must use PLACSP to submit all documents required for “**Sobre C**” (**Envelope C**) (Section 9.3.3) within the time period stipulated in the Terms and Conditions and the Design Contest Notice.

14. Where should I submit my documents?

Since the contest is an electronic tender, participation in the contest and submission of all related documents may only be done electronically, via PLACSP. No other form of submission is permitted.

- ∞ Remember that documents will only be accepted if they are submitted in the manner, place and time frame set out in the Terms and Conditions and the Design Contest Notice.

15. What are the deadlines for submission of the different documents?

For Phase 1, or the Pre-Selection Phase (“Sobre A” - Envelope A): documents must be submitted within **two months** of publication of the Design Contest Notice on PLACSP

For Sub-Phase A Under a Slogan (“Sobre B” - Envelope B): documents must be submitted within **15 calendar days** of the day after the invitation to participate in Sub-Phase B Under a Slogan is sent.

For Sub-Phase B Under a Slogan (“Sobre C” - Envelope C): documents must be submitted within **45 calendar days** of when they are requested from the participant via PLACSP

16. What language do I have to submit my documents in?

All documents submitted to this design contest must be submitted in **Spanish**. This includes the content of the actual documents as well as the file names used to describe the documents that are uploaded to PLACSP. ‘

17. What documents do I have to put in each envelope?

“**Sobre A**” (**Envelope A**): You must include the documents stipulated in Section 9.3.1 of the Terms and Conditions:

- Signed **Registration Form** (“Anexo I” (Annex I) of the Terms and Conditions)
- Signed **Declaration of Honour** (“Anexo II” (Annex II) of the Terms and Conditions)
- Documents providing proof that you satisfy the **technical or professional and financial capacity** requirements of the Terms and Conditions (Section 8) and, where applicable, the Covenant of Reliance on External Resources to Meet Capacity Requirements (“Anexo III” (Annex III) of the Terms and Conditions, duly signed).

“Sobre B” (Envelope B): You must include the documents listed in Section 9.3.2 of the Terms and Conditions:

- **Participant ID Sheet** containing the chosen slogan and other information that identifies the contest participant (“Anexo IV” (Annex IV))
- **A motivation letter**
- Up to **3 logos created** in the past three years
- Up to **3 visual identities created** in the past three years

“Sobre C” (Envelope C): You must include the documents listed in Section 9.3.3 of the Terms and Conditions:

- **Participant ID Sheet** containing the chosen slogan -which must be different to the slogan chosen for the previous Sub-Phase- and other information that identifies the contest participant (“Anexo V” (Annex V))
- The **graphic visual identity proposals for the city of Madrid** (minimum of 1, maximum of 3):
 - o You must create two versions of each visual identity proposal you submit: one that contains the word “Madrid” and one that doesn’t.
 - o The proposals must be in the format stipulated in Section 9.3.3.1 of the Terms and Conditions and they must meet the criteria laid down in Section 2.

- ∞ *Only the winner of the Visual Identity Design Contest has to submit the administrative documents listed in Section 9.3.4. of the Terms and Conditions.*

What if I have a question?

Your participation in this contest is very important to us.

- ∞ If you have any questions relating to **the PLACSP platform and how it operates**, you can consult the platform’s user guides or call its telephone assistance numbers. Instructions on how to do so are given in Question 18 of this handbook.
- ∞ If you have a question about the design contest’s **procedure, its Terms and Conditions or the contest itself, the only way to make enquiries is via PLACSP**, the Public Sector Procurement Platform. To do so, first you’ll need to **register** on the platform. Questions 19 and 20 provide instructions on how to register and make enquiries on PLACSP.

18. How can I ask questions about PLACSP?

If you have a question about how PLACSP works, your first step should be to check the user guides provided on the platform. If you still need help after consulting the guides, you can call the contact numbers given on the platform.

18.1. How to consult the PLACSP user guides

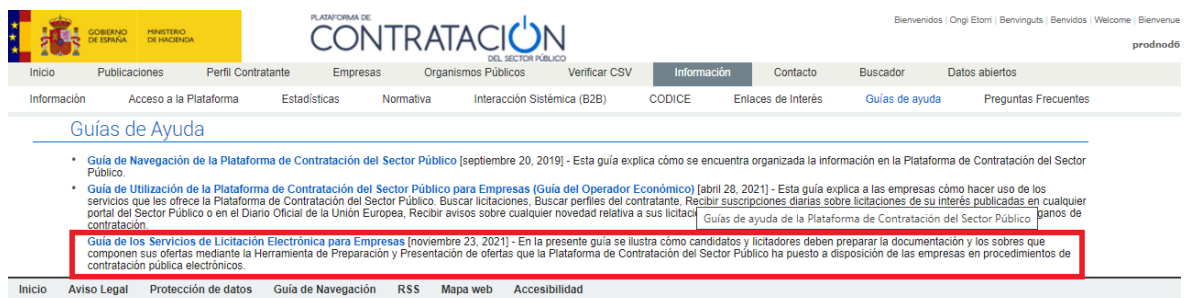
To consult the user guides regarding PLACSP’s functionality, go to its website by copying the following address or URL into your web browser and pressing the “Enter” or “Return” key:
<https://contrataciondelestado.es/wps/portal/plataforma> You will see the following page:



Click on the “Información” (Information) heading at the top of the page, towards the right. After doing so, you will see this page:



Click on the icon “Guías de Ayuda” (User Guides). You will then see this page:



Select the document “Guía de los Servicios de Licitación Electrónica para Empresas” (Guide to Electronic Tendering Services for Companies) for information on how to prepare your documentation using the “Herramienta de Preparación y Presentación de Ofertas de PLACSP” (PLACSP Tender Preparation and Submission Tool). This guide is only available in Spanish.

18.2. Where to find the telephone assistance contact numbers on PLACSP

To find the telephone assistance numbers provided on the platform, go to its website by copying the following address or URL into your web browser and pressing the “Enter” or “Return” key:

<https://contrataciondelestado.es/wps/portal/plataforma> You will see the following page:



Click on the “Contacto” (Contact) heading at the top of the page, towards the right. This will take you to another page showing the contact numbers you can phone to ask questions about the platform’s functionality.

Inicio Publicaciones Perfil Contratante Empresas Organismos Públicos Verificar CSV Información **Contacto** Buscador Datos abiertos

Contáctenos

INSTRUCCIONES PARA CONTACTAR EN HORARIO DE 9:00 A 19:00 DE LUNES A JUEVES Y DE 9:00 A 15:00 LOS VIERNES (Se excluyen los festivos de acuerdo con el calendario laboral)

- Si usted es una **EMPRESA** que está **LICITANDO ELECTRÓNICAMENTE** haciendo uso de los servicios de la Plataforma de Contratación del Sector Público (PLACSP) y experimenta alguna incidencia en la preparación o envío de la oferta, por favor, contacte con nuestro servicio de soporte, con la debida antelación, licitacionE@hacienda.gob.es indicando el número de expediente, órgano de contratación y detalle del error, adjuntando captura de pantalla si es posible.
Teléfono: **TELÉFONO DE ATENCIÓN 91 524 12 42.**
- Si usted es usuario de un **ORGANISMO PÚBLICO** que está preparando una **LICITACIÓN ELECTRÓNICA** haciendo uso de los servicios de la Plataforma de Contratación del Sector Público y experimenta problemas en la configuración del procedimiento electrónico o en la gestión de las sesiones, puede contactar con nuestro servicio de soporte: licitacionOrganismos@hacienda.gob.es indicando expediente/identificador de sesión, órgano de contratación/órgano de asistencia y detalle del error, adjuntando captura de pantalla si es posible.
Teléfono: **TELÉFONO DE ATENCIÓN 91 443 09 66**
- Si usted es miembro de un **ÓRGANO DE ASISTENCIA** que está trabajando con una **LICITACIÓN ELECTRÓNICA** haciendo uso de los servicios de la Plataforma de Contratación del Sector Público y sufre alguna incidencia durante la celebración de sesiones electrónicas, puede contactar con nuestro servicio de soporte: licitacionOrganismos@hacienda.gob.es indicando número de expediente/identificador de sesión, órgano de contratación/órgano de asistencia y detalle del error, adjuntando captura de pantalla si es posible.
Teléfono: **TELÉFONO DE ATENCIÓN 91 443 09 66**

En los siguientes casos:

- Información sobre altas de perfiles del contratante, gestión de órgano de contratación y de sus usuarios.
- Dudas o problemas sobre procedimientos de contratación que no se tramiten electrónicamente a través de la PLACSP.
- Incidencias en el envío de anuncios a diarios oficiales.
- Altas de usuarios operadores económicos, suscripciones o servicios a empresas no relacionados con presentación telemática de ofertas a través de la PLACSP.
- Otros.

puede contactar con nuestro servicio de soporte: contrataciondeestado@hacienda.gob.es
Teléfono: **TELÉFONO DE ATENCIÓN 91 443 09 66**

RECUERDE que debe comunicar con nuestro servicio de soporte a usuarios siguiendo las instrucciones facilitadas. En caso contrario, su consulta o la resolución de su incidencia podría demorarse más allá de lo esperado.

19. How do I make an enquiry about the design contest or its Terms and Conditions using PLACSP?

Once you have registered on the platform (see how to do so in Question 20), if you want to make an enquiry about the design contest you will need to access the tender dossier on the platform by entering the username and password you chose when registering. To do so, follow these steps:

- Go to the PLACSP website by copying this address or URL into your web browser and pressing the “Enter” or “Return” key: <https://contrataciondeestado.es/wps/portal/plataforma>
You will see the following page:



- Select the "Empresas" (Companies) icon. After clicking on it, you will see the page shown below. Follow these steps to log in:



- Type in your user ID (“ID de usuario”) and password (“Contraseña”) and click the “Entrar” (Enter) button. This will bring you to the following page:



4. Select the “**Publicaciones**” (Publications) icon, which is the first on the left, and you will see the page shown below:



5. Select the “**Licitaciones**” (Tenders) icon, which is the first on the left, to bring up the following form:

In the “**Expediente**” (Dossier) field in the upper left corner of the form, enter the reference number **145/2019/02798** and click on the green “**Buscar**” (Search) button below. Key information about the dossier will be shown further down on the same page, under the “**Búsqueda avanzada**” (Advanced Search) section. **Select the dossier number** -shown in blue- to view all information relating to this Design Contest.

6. After following the steps outlined above (you need to be logged into the platform with your username and password), once you've gained access to the dossier, you'll see the option “**Solicitar Información**” (Request Information) in the menu at the top (highlighted in a red box in the picture below).



- If you click **"Solicitar Información"** (Request Information), you will see all of the questions that have ever been asked in relation to the design contest, which can be viewed by all registered platform users. The page also shows the deadline ("Fecha y hora límite para hacer preguntas") for asking questions.

To perform a query, scroll to the bottom of the page and click the green button **"Nueva Pregunta"** (New Question).

Datos **Solicitar Información** Pasos/acciones realizadas

Solicitud de información adicional al expediente - Preguntas

Órgano de Contratación

Expediente

Título

Fecha y hora límite para hacer preguntas 03-09-2020 23:59

Actualización	Pregunta	Estado
02-09-2020 08:59		Respondida

Nueva pregunta

- All questions ever asked are shown on the page. To the right of each question is a column with the heading **"Estado"** (Status). When the question is marked **"Respondida"** (**"Answered"**), you can see the answer by clicking on the text of the question, which is displayed in blue. You can then view the response in the **"Pregunta"** (Question) and **"Respuesta"** (Answer) fields that appear at the bottom of the page.

Solicitud de información adicional al expediente - Preguntas

Órgano contratación Subdirección General de Coordinación de la Contratación Electrónica

Expediente Exp-Prueba

Título Construcción de una prueba

Fecha límite para hacer preguntas

Actualización	Pregunta	Estado
29-10-2012 13:52	¿Qué significan las siglas DG que aparecen en la página 2 del pliego?	Pendiente
29-10-2012 13:46	¿Cuál es la fecha límite para presentar ofertas?	Respondida

Actualización 29-10-2012 13:46

Pregunta ¿Cuál es la fecha límite para presentar ofertas?

Respuesta El próximo día 12 de noviembre es el último día, inclusive.

Cancelar

20. How do I register on the platform?

Follow these steps to register on PLACSP:

- Go to the website of the Public Sector Procurement Platform (PLACSP) by pasting the following address or URL into your browser and hitting the "ENTER" or "RETURN" key:
<https://contrataciondelestado.es/wps/portal/plataforma> You will see the following page:



2. Select the "Empresas" (Companies) icon. After clicking on it, you will see the following page: There are two steps in the registration process:



3. Click on the "Registrarse" (Register) icon, which is the third from the left. A form will appear. To change this page into English, click "Welcome" in the menu in the top right corner of the page. The form contains required fields that must be completed:

- **User:** enter a username that will identify you.
∞ Don't forget to make a note of the username you choose. You will need it later to log in and complete the registration process.
- **E-mail:** enter an email address from which you will confirm your registration, and to which information will be sent to recover your password if you forget it.
- Select "**Check availability**". If you aren't already registered and the username you have chosen is available (if it isn't, you'll need to choose another one), you will see the message "*ID usuario y email permitidos*" (*User ID and password allowed*).
- Enter your desired password in the "**Password**" and "**Repeat Password**" fields. It must be between 8 and 30 characters. The only permitted characters are capital and

lowercase letters (except ñ and accents), numbers and the following symbols: . _ + * ! @ # \$ % & / () = ? [] { } . Your password must have a security strength of at least 60. If you prefer, you can also leave the field blank and click the blue “Generate password” button below to the left. The system will automatically generate a password for you, after which you must click the “Accept” button.

∞ *Don't forget to make a note of your password. You will need it later to log in to the platform and complete the registration process.*

- Enter the characters you see in the image.

Escribe los caracteres que veas en la imagen



r6nwa (*)

Esto nos ayuda a evitar que programas automatizados puedan crear cuentas y enviar correo electrónico no deseado.

- Click the green “Accept” (Accept) button on the lower right-hand part of the screen, and you’ll see a page showing this message:

Your account has been successfully created, you will receive an e-mail with a link to confirm your registration. The registry operation has been successfully completed.

4. An email containing your username and a link will be sent to the designated email address. **You must click on the link to activate your account** and complete the registration process. After doing so, you will see the following “**Confirmación de Registro**” (Registration Confirmation) page. You will need to enter the username and password that you chose when registering.

5. After entering your username and password, you will receive the following message:

“¡Enhorabuena! ya estás dado de alta en la Plataforma de contratación del Sector Público” (Congratulations! You are now registered on the Public Sector Procurement Platform).