



YOUNG LIONS COMPETITIONS

Disciplines: Visual Languages, Graphic Design, Typography, Philately

Context / Why ?

- To celebrate 20 years of Private Diplomacy in showcasing Romanian talent globally.
- To explore how branding, national identity, and pop culture continuously shape and influence one another.
- To broaden perspectives on “Local Flavor & Branding with Cultural Impact Abroad” through events, speakers, and exhibitions.
- Who?
- Primary Target: Gen Z creatives, potential Young Lions participants.
- Secondary Target: Creative industry professionals, agencies, freelancers, industry organizations, and government bodies.

What?

Creative Challenge:

- Design a logotype: 20 Years of Private Diplomacy (standalone + with The Alternative School logo).
- Create a poster & stamp series, inspired by philatelic aesthetics, celebrating identity, culture, and local creativity. (Adaptable graphics in both print and digital formats, possibly including NFTs.)

Themes & Tags:

- Philately / Collectibles / Typography / Visual Identity
- Design + PR / Influential Marketing / Viral Concepts

Where Will It Be Used?

- **The celebratory logo** - in all of the Alternative School’s communication in 2025
- **Stamps:** Social media, potential NFT series, proposed collaboration with Romanian Post.
- **Posters:** To promote the events on Branding, Identity, Culture and local Creativity

WhatsApp & Phone

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Mandatory Elements to be used in the composition:

- Logotype: "20 YEARS OF PRIVATE DIPLOMACY"
- The Alternative School Logo
- Text: 1. "Identity & Culture: [Chosen Region/Nation] Creativity" & 2. Brand Talks
- Main Visual: A symbolic representation of the selected region or nation's cultural essence.

For Posters (Beyond Stamp Format):

- Placeholder text for event details: PLACE / TIME & DATE / SPEAKERS / PARTNERS
- Key Cultural Focus Areas to select one of your choice:
- Regional: Eastern European, Middle Eastern, Asian, Latino-American, Spaniard.
- National: Romanian, British, French, American, Scandinavian, Austrian.
- Other cultures can be explored, but focus on those with strong brand influence.

Guidelines & Considerations:

- Respect cultural nuances and avoid offensive content.
- Humor is welcome, but it must be tasteful and relevant.
- Ensure adaptability across print and digital formats.

Deliverables:

1. Logotype – Editable SVG, standalone & with The Alternative School logo.
2. Stamps – High-resolution PNG (300 DPI) and editable PDF.
3. Posters – Editable PDF (A4 & A3) with placeholders for event details (Date, Place, Speakers)

Useful links:

- [Logos](#)
- thealternativeschool.com
- canneslions.com
- [Instagram](#)

Deadline: 17. 03. 2025, h23.59. **Email:** andra@thealternativeschool.com

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