



德上云瓷

DE SHANG YUN CI



De Shang Yun Porcelain Branding Contest

Summary

De Shang Yun Porcelain, in collaboration with Desall, is looking for a new name and brand identity for its Chinese porcelain brand, targeted at a global audience.

Official page: <https://bit.ly/Porcelain-Branding-Contest>

Company Description

De Shang Yun Porcelain (Xi'an) Brand Operation and Management Co., Ltd. was established in 2023 and is located in the historic city of Xi'an, which is both the starting point of the Silk Road and a key hub for China's Western Development.

The company focuses on preserving and innovating China's millennia-old porcelain culture, blending traditional craftsmanship with modern design to offer high-end ceramic artworks to a global audience. De Shang Yun Porcelain, named after the virtues of "De" (morality), embodies excellence in craftsmanship, incorporating elements of nature and culture into its products to create a high-end brand with deep cultural roots and contemporary aesthetics.

Collaborating with the world-renowned porcelain hub of Dehua in Quanzhou, the company works with top international designers to create art pieces that integrate both Eastern and Western cultural elements, establishing a global perspective. Upholding the brand philosophy of "Craftsmanship and Quality," De Shang Yun Porcelain aims to make each product a timeless masterpiece, celebrated for its fine texture, pure colors, and unique forms.

The company's business scope includes brand planning, marketing consulting, high-end customized gifts, home decor, and art collections, with bespoke services for both individuals and enterprises. Notably, French artist Jean-Charles Pigeau collaborates with the brand, infusing Western artistic romance with Chinese porcelain traditions to meet modern aesthetic needs.

De Shang Yun Porcelain is committed to furthering international brand development. It will continue its collaboration with top global designers to drive product innovation and diversification, creating more high-end ceramic artworks tailored for global markets. The company aims to promote Chinese porcelain culture and craftsmanship on a worldwide scale, allowing more consumers to appreciate the unique charm of Chinese porcelain art. The future of De Shang Yun Porcelain is one of continuous innovation, transcending borders and leading the artistic world.



What we are looking for

De Shang Yun Porcelain is looking for a **new name** and **brand identity** targeted at the global market, which includes logo design, distinctive graphic elements, packaging, and shipping solutions.

The primary objectives are:

- To build a strong, recognizable global brand identity that reflects both deep Chinese cultural roots and a contemporary aesthetic appealing to international tastes.
- To present and promote Chinese white porcelain within the international market, focusing on craftsmanship and quality.

Guidelines

To ensure the proper development of your projects, please consider the following guidelines:

Company Production

The company produces a wide range of products, including elegant Chinese-style tableware, Chinese cups, tea sets, and porcelain art. Each product is designed to blend tradition and innovation, ensuring high quality and refined aesthetics.

For more information about the brand's production, refer to the company description and the images attached to the downloadable *Material files*.

Naming - General Guidelines

Your proposed names must:

- Be written in English.
- Be easy to pronounce and understand globally.
- Be short enough to allow for a readable logotype.
- Be memorable and easy to communicate.
- Avoid complicated or obscure names that are difficult to interpret.
- Be consistent with the current Chinese brand name: 德上云瓷



The brand “德上云瓷” (De Shang Yun Ci) can be interpreted as follows:

德 (De): means “virtue” or “morality,” often associated with ethical and moral values.

上 (Shang): means “superior” or “high,” suggesting a sense of elevation related to quality.

云 (Yun): means “cloud,” often used poetically to evoke a sense of lightness, beauty, and naturalness.

瓷 (Ci): means “porcelain,” indicating the material the company produces.

Naming - Concepts and Values to Communicate

Your proposed names can convey:

- References to the porcelain craft.
- References to the Chinese origin of the production.
- Concepts of luxury and quality.
- Abstract or evocative concepts, such as clouds.

Naming - Intellectual Property Check

You are invited to verify that the proposed name is not already registered in the WIPO (World Intellectual Property Organization) database.

To do so, visit the WIPO database, enter the proposed name under “Brand Name,” and use “Nice Classification” class 21.

<https://branddb.wipo.int/en/similarname>

Brand Identity - General Guidelines

The brand identity should reflect the essence of De Shang Yun Porcelain, creating a distinctive image tailored to the global market. This includes designing a **logo** that represents the company’s values and philosophy, accompanied by unique graphic elements that capture consumer attention. It is crucial that the brand identity also encompasses **packaging**, ensuring not only an attractive aesthetic but also the use of eco-friendly and functional materials in line with the brand’s premium image.

Brand Identity - Style and Aesthetics

The brand identity should stand out with a **quality-oriented, minimalist, luxurious, and “majestic” approach**. This style emphasizes refinement and simplicity while promoting elegance, contributing to a positive and lasting perception of Chinese porcelain in the international market. Additionally, the design must consider Chinese culture, **incorporating symbols and meanings that attract Western consumers while conveying the richness of Chinese craftsmanship**.



The style should be minimal but not overly abstract, making the logo easily associated with the industry and the company. In this way, the brand aims to fuse cultural heritage with modernity, creating an identity that deeply resonates with a global audience.

Brand Identity - Colors

You are invited to propose a color palette for the logo and packaging, consistent with the Chinese porcelain production sector.

Brand Identity - Graphic Design Requirements

Your submissions should include the following:

- A concept description.
- Design of the English logotype and the Chinese logotype, using the Chinese characters 德上云瓷. Within the composition, the English name should have a similar weight to the Chinese name, with the Chinese name positioned above or below the English name.
- Design of the logomark.
- Design of a graphic pattern.
- Guidelines for dimensions and proportions.
- Standard and auxiliary color guidelines (HEX and Pantone).
- Guidelines for combining and using colors.
- Designated fonts for English and Chinese text.
- Horizontal version of the logotype and logomark.
- Vertical version of the logotype and logomark.
- Other possible combinations of the logotype and logomark.
- Guidelines for logo use.
- Guidelines for logo use alongside other text or information.

Brand Identity - Packaging Requirements

Your submissions should include the following:

- Design of the packaging (shape, dimensions, colors, materials, etc.) and production guidelines. The packaging dimensions may vary, so you are invited to propose a sample packaging, dedicated to a tea set similar to the one included in the downloadable *Material files*.
- Design of external printed packaging graphics: logo placement and other elements.
- Design of internal printed packaging graphics: a pattern is required.
- Design of a gift version of the packaging.



Brand Identity - Other Products

Your submissions should include the following:

- Shopping bag design.
- Business card design.
- Quality certificate design.
- Warranty certificate design.
- Storage card design.
- Guidelines for the cardboard box for shipping
- Corporate wrapping paper design.
- Corporate adhesive tape design.

Supports and Formats

The logo will be reproduced across various physical and digital media. Therefore, it is essential to use techniques that ensure compatibility with a wide range of formats, utilizing **vector formats** (.ai, .eps, .pdf) for optimal reproduction.

Submission materials

Provide detailed descriptions and up to 5 images to effectively present your projects. Images should be in 4:3 format, with .jpg, .gif or .png file formats acceptable. The color mode should be RGB and the maximum size of a single file should be 1 MB.

You're also invited to use the designated field on the Upload page to attach a .zip file containing **vector files and high-resolution versions of the project images**. The maximum file size for the .zip archive is 100MB.

Judging criteria

Entries will be judged by the Sponsor based on the following criteria:

Aesthetic Quality 5/5

Brand Consistency 5/5

Communicative Effectiveness 5/5

Versatility 4/5

Degree of Innovation 3/5



Language

Desall is an international community, so all texts (abstract, description, tags, etc.) must be written in English.

Contest timeline

Upload Phase: 16 October 2024 – 18 December 2024 (1.59 PM UTC)

Concept Review: 11 November 2024 (1:59 PM UTC)

Client Voting: from 18 December 2024

Winner Announcement: approximately by the end of February 2024

Concept review (optional)

Participants have the opportunity to request an optional review of their project by the Desall team by the date indicated above. To do so, they must 1) save their project as a draft from the upload page and 2) send a request to the Desall team via email at contest@desall.com or through the contact form. **This review is entirely optional** and only provides an opportunity for participants to receive feedback but does not constitute a necessary condition for participation or provide any advantage in the final evaluation by the Sponsor.

Eligibility and submission

Participation is free and open to creative talents of any nationality aged 18 or older. Participants may submit one or more projects, but only projects published on the website www.desall.com from the upload page dedicated to the contest will be accepted.

Award

1°: €3000

The selection of the winner by the Sponsor will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency of submitted projects with the presented brief.

Extra Award (option right fee)

€1500

Throughout the duration of the option right, the Sponsor offers an additional opportunity to all participants by setting the compensation of €1500 for the purchase of the licence for the economic exploitation of projects not recognized as winning proposals.

For more information, log in and read the [Contest Agreement](#) from the Upload page. For questions about the brief, use the “Have a question” button or write to contest@desall.com.



Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, “Abstract” and “Description”, to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the “Abstract” field you have maximum 500 characters to include a short summary of your project while in the “Description” field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the “Archive File” field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the “Video File” field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Hidden option: only in case of public gallery contests, you can submit your project with “hidden” design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.