

# LAVAZZA

TORINO, ITALIA, 1895

# New Vending Creativity



## Summary

New graphic design contest on Desall.com: Desall and Lavazza invite you to design the new graphics for their vending machines, capable of conveying the Lavazza values and quality in every environment.

**Official contest page:** <http://bit.ly/LavazzaContest>

## Company Description

The history of Lavazza is that of a business which, for over 120 years, has pursued a company vision based on passion for work, for the product and the land in which it operates. These values have been ingrained in Lavazza's DNA since its foundation in 1895, and upheld by four generations of entrepreneurs. Each family member who has worked in the company has helped it to grow, transforming it into the company it is today, yet still true to the qualities of passion and innovation inherited from Luigi Lavazza. It is the spirit which has allowed us to expand the company over the years: our way of doing business is an example of sustainability in the fullest sense of the word. It is a quality built up and shared with all the people we have met, starting with our employees and the places in which we work.

## What we are looking for

Lavazza invites you to create the new graphic design for their vending machines, suitable for the various machine models and able to convey the Lavazza brand and the values it advocates, including the Italianness and the premium quality of their blend.

## Guidelines

For the correct realisation of your proposals, keep into consideration the following guidelines:

### Objectives of the new graphic design:

1. It shall **communicate the Lavazza brand** in a clear and consistent way, contributing to increasing the brand awareness in the vending machine sector, in particular outside Italy;
2. It shall **spread the Lavazza heritage**, conveying the coffee quality and the Italian style it advocates;
3. It shall contribute to transform the user experience from a **proximity-driven consumption** (given by the sole presence of the Lavazza vending machine) **to a more informed, premium and fulfilling experience.**



**Project typology:** the subject of the contest is the **graphic design of the Lavazza vending machines**, in particular with reference to the **front panels** and the **selection buttons** of the **Brio Up, Canto Duo, Concerto** and **Lei2Go** machines – see *Lavazza\_Panels-Dimensions.pdf* attached in the *Material files* for more information.

## Major requirements:

- The projects you propose shall give **maximum priority to the Lavazza brand**, in full compliance with the **Lavazza Manifesto** – see p. 5 of *Lavazza\_Guidelines.pdf*;
- The graphic design shall **give great visibility to the coffee preparation system**, be it **coffee capsules** or **coffee beans**;
- The new graphic design shall be **extremely innovative and disruptive**, in order to arouse great interest in the consumer, thanks to a very attractive style, and so spread by **word-of-mouth** among users;
- Given the average life cycle of a vending machine equal to about 10 years, the graphics you propose shall **ensure a certain durability over time, to be perceived not as a fad but rather embodying the traits of a timeless fashion**.

**Vending machine models:** the new graphic design shall be easily **adaptable** to the various **machine models**, in particular to the **Brio Up, Canto Duo, Concerto** and **Lei2Go** machines – see *Lavazza\_Panels-Dimensions.pdf* attached in the *Material files* for more information.

## Elements to be included in the graphic design:

1. **Lavazza logo:** that shall be given maximum visibility and importance in comparison with to the other elements – see *Lavazza\_Guidelines.pdf* inside the *Material files* for all indications as how to use the logo and the brand;
2. **Vending operator logo:** as the Lavazza vending machine is often offered in **co-branding** modality, you are invited to include in your graphic design a **generic logo** representing the partner – use the “logo” wording. The vending operator logo shall receive less visual importance than the Lavazza logo – for more information, see the *Lavazza\_Guidelines\_Co-branding.pdf* attached in the *Material files*;
3. **Graphic element** of your conception, consistent with the entire graphic design you suggest, representing in a clear and visible way the coffee preparation typology, be it **coffee capsules** or **coffee beans**. According to the coffee preparation typology, the two elements might be swapped one with another and shall cover the same area. Accordingly, the two elements shall NEVER co-exist in the same graphic design. For an example, please refer to the two versions of the Canto Duo vending machine attached, representing the two versions, “coffee capsules” and “coffee beans” respectively, fashioned in the “Neon” style already employed by Lavazza. You are invited to apply the “**coffee capsules**” graphic element **to all four vending machines** specified above and provide a version of the “**coffee beans**” in **at least**

**one machine.** For some examples, please refer to the *Vending-machines\_images* inside the *Material files*;

4. **“Aroma Mark”** element – to be included, at your discretion, even if it is not mandatory it is highly advisable – it is the characteristic graphic symbol representing the Lavazza coffee aroma – see p. 39 of the *Lavazza\_guidelines.pdf* document;
5. **Selection buttons:** for the design of the selection buttons you are invited to propose graphic solutions of your own conception. For the beverages label texts, you are free to use the font already employed by Lavazza – see *LAVAZZA.txtbook.ttf* attached in the *Material files* – or suggest a font of your choice. At all events, the selection buttons are not the main subject of the contest.

**Dimensions:** the graphic design you propose shall be suited to the four vending machines as better specified in the *Lavazza\_Panels-Dimensions.pdf* document attached in the *Material files*.

**Style:** you are **free to explore the style you prefer**, keeping into consideration both the necessity of becoming extremely relevant and attractive for the customer and the average life cycle your graphics shall have, avoiding styles or concepts too much related to a specific historical-cultural period.

**Techniques:** you may use **graphic illustrations** or other techniques, however **avoiding the use of photographs**.

**Colour indications:** there are no indications as to what colours you should employ in your graphic design.

**Logo:** as better specified in the “Elements to be included in the graphic design” paragraph, the **Lavazza** logo provided in the *Material files* shall always be included in your proposals, receiving maximum visibility and importance with respect to the other elements. The logo might be used either vertically or horizontally. You can find the Lavazza logo and the “Aroma Mark” in vector format, inside the *Material files*.

**Context of use:** the vending machines will be installed both in **working environments** (companies, offices, etc.) and in **public spaces** (stations, hospitals, universities, shopping malls etc.).

### **Deliverables:**

For the 4 machines attached (Brio Up, Canto Duo, Concerto and Lei2Go) you are required to submit:



- 2D views of the panels, with your graphic design applied;
- 3D photo-composition of your graphic design applied on the vending machine images attached, replacing the current graphics;
- Layout containing the new graphic design of the selection buttons.

We remind you that you may attach further materials (PDF, vector files, high resolution images) inside a .ZIP archive to submit directly from the upload page.

**Evaluation criteria:** in the evaluation of your submissions Lavazza will take into account the following criteria:

**Compliance with the brand (5/5)**

**Communication effectiveness (5/5)**

**Degree of innovation (4/5)**

**Aesthetics (4/5)**

**Flexibility/Versatility (3/5)**

**Language:** since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

## Contest timeline

Upload phase: 12<sup>th</sup> June 2018 – 23<sup>rd</sup> July 2018 (1.59 PM UTC)  
Client Vote: from 23<sup>rd</sup> July 2018  
Winner announcement: approximately before the end of September 2018

## Optional deadlines

Concept revision: 2<sup>nd</sup> July 2018 (1.59 PM UTC)

**Concept revision:** deadline for requiring an optional revision of your project by the Desall team. In order to request a revision, upload your project 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.

## Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the [www.desall.com](http://www.desall.com) web site, via the upload page related to “Lavazza - New vending creativity” will be accepted.

## Award

**1st: €5000**

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

## Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 2,000.00= (two-thousand/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more info, please login and read the [Contest Agreement](#) from the upload page. For questions about the brief please use the “Have a question” button or write to [contest@desall.com](mailto: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 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.*