



DRIV e.V. | Otto-Fleck-Schneise 10a | 60528 Frankfurt am Main

Anne Müller  
stellv. Vorsitzende SK Roller Derby  
Schloßallee 2  
53179 Bonn

An die Mitglieder der Sportkommission Roller Derby  
An die League Vertreter\*innen im RDD  
An alle Interessierten

M +49 171 8164 576

[vorstand@rollerderbygermany.de](mailto:vorstand@rollerderbygermany.de)

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## Call for applications to re-design Roller Derby Germany's logo

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### Description

Roller Derby Germany's sports commission and board of directors is looking to commission a new design to represent Roller Derby Germany, the German Roller Derby community and the two national teams. The main focus is a new logo but can also include other design elements (e.g. in the context of corporate identity). Applicants that express interest will go through a selection process which includes expressing their interest via an online form and - as a second step - a public pitch for which three applications will be selected.

### Background

The community and the sports commission have discussed a re-design of the logo for years. The goal is to develop a logo/design that widely represents the roller derby community in Germany and that many people from the community can relate to. In spring 2022 the sports commission and responsible task force acknowledged that there is a desire and need to open up a call for designers to professionally develop a re-design. The intention is to accomplish a high-quality result in a manageable timeframe and with a fair compensation within our means. The timeframe is mainly inspired by the intended restart of the Bundesliga in 2023.



## Information for applicants

The call for applicants is public and anyone can apply. Applicants should preferably have a connection to roller derby or the German roller derby community. It is also possible for several people to apply as a group.

Please express your interest until October 31st 2022 via this online form: <https://podio.com/webforms/27969903/2195843>

If nobody has applied by October 31st the deadline will be extended and applications will still be accepted and the process will be shifted back according to the timeframes indicated below.

The applicants presenting their design in a pitch will be compensated with 300 € (before taxes). The development of the final design (if commissioned) will be compensated with 2100 € (before taxes).

## Process and timeframe

| When?                                | What?  |
|--------------------------------------|--|
| <b>October 10th - October 31st</b>   | designers can express interest   |
| <b>October 31st - November 11th</b>  | Review of applications, selection of three designers or groups who will be invited to pitch      |
| <b>November 11th - December 9th</b>  | Period for working on design drafts to present at pitch meeting                                  |
| <b>December 14th</b>                 | Public pitch of 2 - 3 drafts per application via Zoom <sup>1</sup>                               |
| <b>Until January 11th</b>            | Sports commission and task force choose designer(s) and draft(s) <sup>2</sup>                    |
| <b>Mid-January 2023</b>              | Contract will be signed  |
| <b>Max. 12 weeks, Mid-April 2023</b> | Time for design process, presentation of final design, up to three feedback rounds; final design |

## Requirements for the re-design

### Use

The new design will mainly be used in the following contexts:

- website

<sup>1</sup> Designers can either present the ideas themselves or choose someone to represent them. The Zoom call will be recorded and published online to be viewed by members of the community afterwards.

<sup>2</sup> Why "designer(s)" and "draft(s)"?

The goal of the pitch is to choose one application or draft. However we don't want to eliminate the opportunity that the result of the pitch process is a combination of ideas or a cooperation of applicants (prompted by applicants or other parties). That means there is a possibility that eventually a team of people that forms during the selection process (if agreed upon by everyone involved) will be commissioned.



- official documents
- certificates
- patches
- trophies
- representation of national teams
- Also possible: social media, claim, print products

If any additional design elements other than the logo are developed (e.g. in the context of corporate identity) the following aspects should be considered for the uses above:

- fonts
- colors (CMYK,PGB, Pantone); black/white
- placement
- composition
- responsive design for web use

## Elements

The following criteria for a new design have been developed based on criticism of the current logo and input by the community. Additionally to an explicit reference to roller derby or representative elements of roller derby the following aspects should be considered:

- wording (this is just for your information)
  - common self denominations are: RDD, Roller Derby Deutschland, Roller Derby Germany
  - common self denomination for national teams are: Team G, Team Germany (so far FLINTA\* or all-gender are not specified)
  - the use of Germany is preferred over Deutschland as it is more useful in an international context
  - if appropriate the use of denominations can be foregone (e.g. on patches)<sup>3</sup>
- accessibility:
  - not highly detailed
  - high contrast
  - high legibility (if any text is used)
  - no ironic or sarcastic use of elements
- inclusive of different stakeholder/roles in derby
  - no limitation to a certain group of people (community consists of skaters, officials, announcers, track crew, ...)
- not nationalist but critical of nationalism regarding colors and symbols
  - no eagle
  - no black-red-gold, no black-white-red
  - no Gothic print ("Fraktur")

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<sup>3</sup> We don't want to eliminate the possibility to use "Roller Derby Deutschland/Germany" because the wording creates recognizability. However we are open to logo variants (e.g. for patches) that work without the wording.



- no country outlines
- preferably no portrayal of a person; if it is, please consider:
  - no gender stereotypes
  - no body stereotypes or norms (skin color, body type)
- limited use of colors, no gradients (for print usage)

## Contact

If you have any questions or comments to the application or commission process or the online form please contact Anne Müller/One Hit Wanda ([vorstand@rollerderbygermany.de](mailto:vorstand@rollerderbygermany.de); pronouns: she/her; form of address: Frau/none) and/or Navina Mai/brain storm ([diversity@rollerderbygermany.de](mailto:diversity@rollerderbygermany.de); pronouns: none or she/her; no form of address).