

WATCHES FOR TOMORROW

BIENNE CHARITY WATCH AUCTION

DESIGN BRIEF FOR WATCH BRANDS

Each watch should include a touch of orange and a clear indication that it has been produced specifically for *Terre des hommes* ("Tdh") and that it is a one-of-a-kind piece.

REQUIRED ELEMENTS

A touch of orange

For example:

- An orange hand
- Orange indices
- Orange bezel markings
- Tdh visual identity elements (see below)

A reference to Tdh

This may be expressed as:

- Terre des hommes
- Tdh

A unique-piece indication

Such as:

- Unique Piece
- Pièce Unique
- 1/1
- One of One

COMBINATION EXAMPLES

The reference to Tdh and unique-piece indication may be combined, *e.g.*:

- Unique Piece for Terre des hommes
- Unique Piece for Tdh
- Pièce Unique pour Terre des hommes
- Pièce Unique pour Tdh

TDH VISUAL IDENTITY ELEMENTS

Brands may also integrate the Tdh visual identity, subject to feasibility and design approval. Possible options include:

FULL SIZE TDH LOGO	COMPACT TDH LOGO	TDH HANDS PICTOGRAM
		

CREATIVE FLEXIBILITY

The Tdh reference and unique-piece indication may be engraved, printed, embossed, applied, skeletonized, integrated into the caseback decoration, included on the dial, or incorporated in another discreet or visible way.

THE FINAL DESIGN SHOULD REMAIN FAITHFUL TO THE BRAND'S IDENTITY.