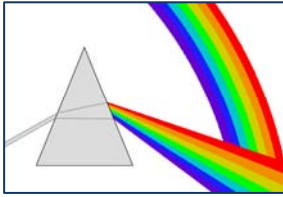


Design Competition – Logo for International Colour Association Congress



The Colour Group (Great Britain)

Call for Designs



Society of Dyers and Colourists

Context

In summer 2013 the UK will host the Quadrennial Congress of the International Colour Association (AIC). The event will be jointly organised and hosted by The Colour Group (Great Britain) and the Society of Dyers and Colourists (SDC). This Congress, held once every four years in a different country, is very prestigious and draws 500-600 delegates from all over the world. The conference sessions will cover all aspects of colour from materials to visual perception to design and fashion.

Objective

The organising committee seeks an attractive logo for branding and promotion of the Congress, on the theme of *Bringing Colour to Life*. The logo should be colourful, eye-catching, uncluttered, and convey something of the spirit of the UK and the excitement of the event. It should be adaptable for use at various scales in print, stationery, presentation graphics and on the Web. It should also be effective in grey-scale or black-and-white for monochrome copy. Examples from some previous AIC meetings can be found at www.aic-colour.org. Information about the two UK host organisations can be found at www.colour.org.uk and www.sdc.org.uk.

Entry Conditions

The logo should be designed digitally and submitted in JPG image file format, attached to an email message. The longer dimension of the image should not exceed 1,000 pixels. Entries should be sent to anikae@sdc.org.uk and clearly marked in the subject line "Entry for AIC 2013 logo competition". The closing date is **Friday 20th March 2009**. Only one entry may be submitted per person.

The panel of judges will assess the designs by viewing at full-screen size on an LCD flat-panel display, without knowledge of the identity of each entrant. The judges' decision will be final. The winner will be asked to supply the digital design in origination format (such as AI, PSD, EPS, BMP). The winning design will remain the intellectual property of the designer, who will grant a license to the organising committee to use it for all purposes associated with the Congress. This is an equal-opportunity competition, with no restrictions on nationality, age, affiliation, or any other aspect of the identity of entrants, except that committee and staff members of the two hosting societies are not eligible.

Cash Prize

A **cash prize of £500** will go to the winning designer and the winner will be announced at the SDC's Annual Meeting in Bradford on 24th April 2009. The winning design and the designer will be featured in publications and web pages of both the Colour Group and SDC. The winning design will be adopted immediately and used in all promotional materials for the Congress over the next five years.