

## Logo Design Competition (Submission form & Write up)

Design a logo to express the theme of Design Code of this year. You may refer to the home page to learn about this year's [THEME](#).

- The logo should be completed with two parts: icon + wordmark.
- The logo will work as a flexible brand, therefore the logo will accompany as the below examples:

(icon + wordmark) + Graduation Show/ Grad Show

(icon + wordmark) + Workshops

IDR + (icon + wordmark)

IDR + (icon + wordmark) + Workshops

### **Icon**

- We encourage the icon to work as a lettermark that includes the letters 'D' and 'C'.
- You may create (if you prefer) the icon as an image: illustration/ drawing/ photo etc.
- The icon can be created manually or digitally with letterforms or existing fonts, or a combination of these.

### **wordmark**

- The word 'Design Code 2023' or 'Design Code '23 should be included in the wordmark.
- The wordmark should have the respective 'year (in 2 or 4 digits)'.  
● The wordmark can be created manually or digitally with letterforms or existing fonts, or a combination of these. The logo's Icon should include the letters 'D' and 'C' with the wordmark.

### **Eligibility**

The competition is open to students of local or international universities or academic institutes. We encourage entries from non-resident Sri Lankans and foreign students to take part.

### **Selection:**

One idea will be finalized from the submitted lot. The jury will have the right to select, reject or request modifications for the selected logo.

### **Winners and selection:**

The winning design will be used for this year's conference,

The winning designer will be acknowledged on the website and awarded a certificate.

The rest of the 5 selected winners will be ranked accordingly and acknowledged on the website. They will be awarded a certificate.

All winners will be awarded with a certificate at the award ceremony of the IDR Annual Conference.

### **Submission Specifications:**

You need to submit the logo along with a brief write-up of around 100-150 words written in English language.

#### **Logo:**

- Size of the final logo: should be formatted at the center on an A4 with a maximum height of 8cm in portrait.
- Resolution: 300 dpi
- File type: JPEG or PDF
- Color Mode: CMYK

### **How to name the logo submission**

Name the file :Main logo\_(calling name), Sub logo\_01\_(calling name)etc.

Example:

- Main logo\_(your name)** : (icon + wordmark)
- Sub logo\_01\_(your name)** : (icon + wordmark) + Graduation Show/ Grad Show
- Sub logo\_02\_(your name)** : (icon + wordmark) + Workshops
- Sub logo\_03\_(your name)** : IDR + (icon + wordmark)
- Sub logo\_04\_(your name)** : IDR + (icon + wordmark) + Workshops

### **Write-up**

Format: in .word or PDF format

Write up about the design: Maximum 100-150 words and should be written in English language.

Name the file : Main write-up\_(your name)

### **Submission form**

Fill the google form - [2023 Logo Design Entry Submission form](#)

Each participant is allowed a maximum of three entries.

(please don't send same logo repeatedly)

### **SUBMISSION**

1. All participants must fill the Submission form
2. Logo/s - Name the entries according to the specifications above.
3. Write-up - Name it according to the specifications above.
4. Fill out the above-given Google form to submit your logos

Submission forms must reach before the stated deadline (10 June 2023). Any entry sent after the deadline will be rejected.

**Deadline for logo submission: 30th June 2023**

**Declaration of logo results: 10th July 2023**