CALL FOR PROPOSALS

ASCAAD LOGO COMPETITION DESIGN

MISSION

In line with its new inclusive and international outreach vision, ASCAAD is pleased to announce the launch of a Call for Proposals for the design of a new logo for the society to be used for the branding and promotion of all its forthcoming activities. As part of its new image and scope, **ASCAAD** now stands for "**Arab Society for Computation in Architecture, Art, and Design**", encompassing state-of-the-art computational technologies not only in the built environment, but also in the Arts and Design disciplines at large.

DESIGN REQUIREMENTS

1. The design of the new logo should be an original work and should reflect both the identity and heritage of the Arab World and the international presence and outreach of ASCAAD as a society.
2. The design should be adapted to be used in multimedia such as website logo, event vertical and horizontal banners, social media icons, etc.
3. The design should be unique, bold and legible from distance.
4. The design should contain the word "ASCAAD" in uppercase for the main logo. Two other variations should be submitted for inclusion of the current year (e.g. ASCAAD 2022) and for the inclusion of the new long name "Arab Society for Computation in Architecture, Art, and Design".

ELIGIBILITY

1. The logo competition is open to graphic designers, artists and architects around the globe.
2. Individuals or teams up to a maximum of 3 members are welcome to join.
3. Participants and participant teams can submit single or multiple entries.
4. ASCAAD board members are not eligible to participate.

SUBMISSION DELIVERABLES

The following design documents should be submitted in the form of one Zipped file:

1. Participants must submit one (1) or two (2) A4 format boards (210 x 297mm or 8.3 x 11.7 in.) oriented either landscape or portrait with the **registration number in the lower right corner**.
2. Main logo design in JPG, JPEG, PNG, or PDF (300 dpi).
3. Two variations for the main logo (for inclusion of year and long name).
4. Original source graphics files either in Adobe PSD or Illustrator Ai.
5. Name the ZIP file as your registration ID.
6. The total size of the attachment(s) should not exceed 20MB.

The only materials to be accepted for this competition are the material submitted via the official competition submission system using the following link: **http://www.ascaad.org/submission2/openconf**

Any personal identifiable information (e.g. participant name or affiliation) should not be included. All the design and related material should be original work. If not, a proof of authorization to use any material should be provided. The combination of color schemes to be used for the logo design should primarily match to **#00a0b0**. In addition to this, a black and white version and the use of negative color should be considered.

TIMELINE
1. **February 7, 2022:** Competition announcement
2. **April 7, 2022:** Submission deadline (by 23:59:59 EST / GMT-5) *
3. **May 7, 2022:** Announcement of winning entries

* No submissions will be accepted after the general deadline indicated above.

EVALUATION
Competition entries will be evaluated by the current ASCAAD board members. Jurors will select the winning entries based on clarity, strong showcasing of Arab World heritage and identity as well as international presence and image, relevance to computational design and technology, legibility and coherence, the ability to attract attention, overall artistic merit, and the ease of use, reproduction and adaptation of logo to multiple settings. ASCAAD reserves the right to cancel this competition if it does not reach a minimum number of entries.

AWARDS
1. **First Place:** 200.00 USD and Certificate
2. **Second Place:** 125.00 USD and Certificate
3. **Third Place:** 75.00 USD and Certificate
4. **Honorary Mentions:** Up to 3 Honorary Certificates

All participants and participant teams will receive participation certificates.

ANONYMITY AND DISQUALIFICATION
1. Any submission with participant names, information or affiliation on the design documents will be automatically disqualified.
2. Participant names will not be revealed to jurors during the evaluation and voting process.
3. Only the names of the winning competition entries will be revealed and announced.

COPYRIGHT
Upon submission, participants and participant teams grant ASCAAD unrestricted worldwide rights to use and reproduce the material provided, which shall become the exclusive property of ASCAAD. ASCAAD retains the right to adjust the design and translate and publish the logo in one or more additional languages. ASCAAD reserves the right to use the winning design entry globally to promote any of its future activities via media channels, social media outlets, events, and publications.

CONTACT
For further information, participants and participant teams may direct questions to media@ascaad.org with the subject line "ASCAAD Logo Competition Inquiry".