



## **LOGO CONTEST**

### **Call for Proposals for Logo Design for the Centennial of IAAP**

The International Association of Applied Psychology (IAAP) is pleased to launch a contest for the design and creation of a logo to highlight and promote the centennial of the Association.

Founded in 1920, the IAAP will celebrate its 100th anniversary in 2020. Several activities will take place throughout the year to commemorate this historical anniversary and look at how IAAP can prepare to meet challenges of the future, all culminating at the Centennial Congress of Applied Psychology to be held in Cancún, México, December 14-17, 2020.

### **BACKGROUND OF ORGANIZATION**

The IAAP, a non-profit organization, is the oldest international organization of psychologists. It was formed to promote the science and practice of applied psychology and to facilitate interaction and communication among applied psychologists around the world. Its activities include International Congresses of Applied Psychology, Regional Conferences of Psychology, Advanced Research Training Seminars, Publications, International Cooperation, and Awards. It has the status of Non-Governmental Organization (NGO) in the United Nations and the status of Affiliate Member in the International Social Science Council (ISSC) and the World Federation of Mental Health (WFMH).

### **WHO CAN PARTICIPATE IN THE CONTEST**

The competition is open to IAAP Members and any other individuals interested in participating in the contest. Proposals from companies or entities specialised in communication and graphic design are welcome.

Participants may send more than one logo design, but no more than 3.

### **HOW TO ENTER**

Entries for the logo contest must be submitted in electronic format (Subject: Call for IAAP Centennial Logo Design) to the IAAP Operations Centre Manager at: [operationscenter@iaapsy.org](mailto:operationscenter@iaapsy.org)

The email must include the name, institution, postal address, phone number/s and email address of the Entrant.

The deadline to submit logo designs is Saturday, **May 5, 2018 at 12:00 midnight, EDT (UTC-4)** – Midnight here means "the start of the day" rather than "the end of the day" (00:00 in 24-hour format).

We will attempt to acknowledge all entries within one week of receipt. However, we cannot be responsible for entries or responses lost in email.

By submitting, the Entrant of any candidate logo gives ownership of the logo design to the IAAP.

## WHAT WE ARE LOOKING FOR

The logo will be used online, in print, on formal documents and publications and other uses the IAAP deems appropriate. Flexibility is a key requirement, including the need to resize easily and to look good in black & white as well as colour. The final version of the logo will need to be suitable for high quality printing.

In order to allow the widest diffusion and ability to be used on different supports by platform operators, a successful creative logo and the matching font and color palette will have to respond to some basic features essential to their role and potential.

**Requirements for logo designs** include:

- **Relevance:** The logo is expected to include:
  - The four letters of the acronym used to designate the Association – “**IAAP**”;
  - Some kind of reference to the **100 years** of IAAP (e.g., “100th anniversary”, “IAAP’s Centennial 2020”, “100 years of applied psychology”, “100 years of excellence”, “1920-2020”)
- **Readability** in both forms and fonts contained therein – the logo should be easily recognizable and, as such, should stand out and be different from other logos;
- **Simplicity** in design (*Simplicity* is the ultimate *form* of sophistication — Leonardo da Vinci);
- **Ease of use:**
  - The logo should be provided in vector format (.eps, .ai, with transparent background) in photo format (.png with transparent background and jpeg);
  - It must have resolution options that overlay it for a video up to 300dpi
  - It must be possible to apply either on light or dark backgrounds or with the same file or with two files, one positive and one negative.
  - The design must be in colour, but should also be usable in black & white;
  - The blue used in the logo of IAAP needs to be included in the design;
  - Color profile must be provided in RGB and CMYK (for color printing).

It is our intention to leave maximum creative freedom to the participants, but we recommend that you consult the website of IAAP (<https://www.iaapsy.org>).

## COPYRIGHT

The IAAP will register the winning logo as a Trademark. Because of this, participants in the contest should take care to ensure that their logo designs do not infringe copyright of existing logos or other copyrighted images.

All entry materials will become the exclusive property of the IAAP and will not be returned.

The IAAP will have the right to adapt, edit, modify, or otherwise use the winning submission in part or in its entirety in whatever manner it deems appropriate. All copyright and use of the winning logo design will be held by the IAAP.

The IAAP reserves the right to not select or use a submitted design if no suitable submissions are received which meet the needed requirements and standards as assessed by the selection committee.

The IAAP reserves the right to extend or cancel the competition at its discretion.

### **WHAT IS THE TARGET AUDIENCE FOR THE LOGO**

Researchers, practitioners and graduate students in psychology from all parts of the world.

### **ANNOUNCEMENT**

The name of the person whose logo design has been selected will be announced in the June 2018 issue of the *IAAP e-News*. The name of the contest winner and the prize-winning logo will also be posted on the IAAP website.

### **PRIZE**

The winner of the logo design contest will receive a certificate of appreciation in recognition of his or her contribution to the celebration of the 100th anniversary of IAAP. In addition, he or she will be offered to choose between the following: either a free registration to the Centennial Congress of Applied Psychology or a 350 USD gift certificate from John Wiley & Sons Limited to buy books from Wiley.