

DESIGN COMPETITION | AIC LOGO AND VISUAL IDENTITY

The International Colour Association / Association Internationale de la Couleur (AIC) / Internationale Vereinigung für die Farbe) is a society whose aims are to encourage research in all aspects of color, to disseminate this knowledge and to promote its application to the solution of problems in the fields of science, art, design and industry. AIC is an international organization which comprises 28 national color organizations as well as numerous associate and individual members. AIC is also responsible for the International Color Day, March 21th, which is celebrated in many countries throughout the world.



AIC intends to develop a newer and fresher visual identity that reflects the cultural diversity of its international membership and their wide scope of interests that include science, design and the arts on a theoretical and a practical level. At the core of this visual identity should be a new logo, which can be complemented by text that characterise the AIC. The AIC Logo should be unique, make a fixed impression, and trigger a connection to the theme of color.

AIC has had its present logo since 1967. It is time to update the AIC's image with the design of a fresh new logo. At the same time we also welcome entries which may be based on an evolution of some of the features in the present logo, e.g. its colors.

AIC's new design identity should be used in traditional print media, e.g. journals, books, stationary and business items as well as in digital media, e.g. the web, apps and social media. The new design should be easily scalable, have a uniform identity across all media, a family resemblance of the principal design elements in different uses and scales. It is important that the logo work in black and white reproductions as well. Detailed information about AIC's branding goals will be available on the AIC website www.aic-color.org in April.

Participants:

Students and practitioners in the field of design, architecture, interior design and graphic design and art. We also specifically invite students to participate in this challenge. Group works or the participation of students groups using it as a term project are specifically welcome.

Entry / Format of Submission:

Competition entrees should be digitally submitted in TIFF image file format, attached to an email message. The longer dimension of the images should not exceed 1,000 pixels.

Entries should be sent to treasurer@aic-color.org and clearly marked in the subject line the "AIC Logo Design Competition".

Items to be submitted: Logo, Identity Manual/Styleguide including, typography, colors, detailed usage guidelines, examples of incorrect usage, collateral standards/templates, multimedia standards etc. Examples of the design in digital mock-up form only: websites, social media, print stationery, business cards, digital presentations, print publication e.g. books and brochures

Awards:

1st prize 1000 AU\$, 2nd prize 800 AU\$, 3rd prize 600 AU\$. The jury may grant honorary mentions in the amount of 200 AU\$

Deadline for submission:

December 20, 2021. Only one entry may be submitted per person or group. The jury will assess the designs by viewing them in full-screen size on a monitor, without knowledge of the identity of each entrant. The design should not contain your name or affiliation. The judges' decision will be final. The judges reserve the right not to make an award. The winner will be asked to supply the digital design in original format (such as AI, PSD, EPS, BMP).

The winning design and the designer will be featured in AIC's publications and web pages. The winning design will be adopted immediately and used in all promotional materials over the coming years.

The Award Ceremony will be held in Toronto as part of the AIC Conference in June 2022.