

150 Years Anniversary of the Establishment of Diplomatic Relations between Switzerland and Japan

Public Competition: Logo and Claim

Bern, 01.10.2012

The year 2014 will mark a milestone in the friendly relations between Switzerland and Japan who will celebrate the establishment of diplomatic relations 150 years ago. In 1864 a first Treaty of Amity and Trade was signed between the two countries. This auspicious anniversary will offer plenty of occasions to emphasize both the high level and intensity of our excellent bilateral relations.

Together with our swiss partners we would like to highlight similarities between the two countries such as precision, high-quality craftsmanship and modernity. At the same time, emotional bonds shall be intensified and cultural exchange enhanced.

In this context, it was decided to launch a public competition for the creation of a logo mark and claim which shall be used to communicate all relevant activities related to the anniversary.

Application Process

1 Logo design submission

1.1 Design theme

Logo mark and claim for the 150th anniversary of friendly relations between Japan and Switzerland in the year 2014.

1.2 Design requirements

- Text: The exact text and claim of the logo are not yet defined and are part of the competition. However, the logo shall contain the elements “150 years” and/or “2014”. Text/claim should be in one of the following languages: Japanese, English, national languages of Switzerland (a combination of these languages is also possible)
- The logo shall contain both Japanese and Swiss graphic elements. With regards to the Swiss graphic element, the logo “Switzerland” (*download link: www.ch.emb-japan.go.jp/anniversary2014/swiss-logos.zip*) is fixed. It may not be altered in any way and needs to be separated with a fine line from the other logo elements.
- Japan and Switzerland shall receive equal weight in the logo (visually and in terms of the claim).

- Name of the applicants may not appear on the design.
- Image format: JPEG, GIF, Illustrator (saved as PDF) and Photoshop (saved as JPEG, GIF or PDF) only are acceptable. The Data should be saved in a size larger than “3000 × 2000” pixel.
* The secretariat may occasionally ask applicants to change the image format.
- File name: The file name must be composed of one-byte roman characters.
- Color: Applicants are requested to use process color (CMYK) for the design and to also make a black/white version.
- Size: The logo will have to be readable at small sizes. Submit your design centered on a horizontal A4 size format.
- Font: Outline all fonts used in Illustrator.
- Applicants must submit original designs and shall be responsible for resolving any copyright-related issues; any logo submission that runs this risk of copyright infringement will be excluded from the competition.
- Logo designs submitted will not be returned to the applicants.
- Name and photo of the winners may be published.
- Copyrights to the winning designs belong to the Embassy of Switzerland in Japan. Use of the winning designs shall be free of charge and will be decided by the governments of Switzerland and Japan, including processing of the designs.

2 Eligibility requirements

Any person who has Japanese or Swiss citizenship or, in case of other nationalities, who is a resident of Japan or Switzerland.

3 Number of applications

There are no limitations on the number of applications that can be submitted.

4 Prizes

The competition jury will award the following prizes:

- a) 1. Prize: CHF 1'000
- b) 2. and 3. Prize: CHF 500 each
- c) Up to three “Prizes of Excellence” for extraordinary works which did not achieve a top-3 ranking

5 Submission process

5.1 Completed entry sheet (Word-document; *download link:* www.ch.emb-japan.go.jp/anniversary2014/entrysheet.doc)

5.2 Provide an explanation of the meaning of the text and logo design in about 40 words. (The explanation of the winners may be published).

5.3 File of design samples

5.4 Please send above files to the following e-mail addresses with the subject line “Anniversary 2014 Logo.”

- Persons living in Switzerland and Swiss citizens (with domicile outside Japan):

japan-swiss150@br.mofa.go.jp

- Persons living in Japan and Japanese citizens (with domicile outside Switzerland):

tok.culture@eda.admin.ch

6 Application period

Applications must arrive at one of the two above-mentioned e-mail addresses by 30 November 2012.

7 Notification and announcement of the competition results

7.1 The winners will be informed in February 2013 of the competition results

7.2 Results will also be announced at around the same time on the websites of the Embassy of Japan in Switzerland (www.ch.emb-japan.go.jp/anniversary2014) and the Embassy of Switzerland in Japan (www.eda.admin.ch/anniversary2014)

For questions please contact:

Japanese Information and Cultural Center
Embassy of Japan in Switzerland
Tel: +41-(0)31-305 1570
E-Mail: japan-swiss150@br.mofa.go.jp