

## **Logo Competition: 150 Years of Friendship between Japan and Belgium**

In 2016, Japan and Belgium will celebrate 150 years of diplomatic relations and friendship, as they established diplomatic relations with each other in 1866, with the signature of their first Treaty of Amity, Commerce and Navigation. Both countries would like to take the opportunity presented in 2016 by the 150<sup>th</sup> anniversary of the start of diplomatic relations to underscore the many things that the two countries have in common, to strengthen the ties of friendship, and to encourage cultural exchange.

With this in mind, Japan and Belgium are holding a public competition to select the official logo of the anniversary, which will be used in communication regarding all the activities associated to the anniversary in the course of 2016.

### **Competition rules**

#### 1 Logo design requirements and specifications

- Overall design theme: Logo for the 150<sup>th</sup> anniversary of friendly relations between Japan and Belgium in the year 2016.
- Text: The logo may include a text or claim, which forms part of the competition. In such case it should be integrated in the overall design of the logo but the logo should be adaptable into a graphic-only version.
- Languages: Any textual element in the logo shall be in one or a combination of the following languages: Japanese, English, national languages of Belgium (Dutch, French, German). The winning logo shall be adaptable in order to be used in several versions, covering all these languages.
- The logo shall contain both Japanese and Belgian graphic elements.
- Japan and Belgium shall receive equal weight in the logo.
- The name of the applicants shall not appear on the design.
- Image format: PDF, JPEG and GIF only are acceptable. The data should be saved in a size larger than “3000 × 2000” pixels.  
\*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 shall have to be readable at small sizes. Submit your design centered on a horizontal A4 size format.
- Font: Outline all fonts used.
- 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 shall be excluded from the competition.
- Logo designs submitted shall not be returned to the applicants.
- Name and photo of the winners may be published.
- Copyrights to the winning designs shall belong to the Embassy of Japan in Belgium and the Embassy of Belgium in Japan. Use of the winning designs shall be free of charge and shall be decided by the governments of Japan and Belgium, including processing of the designs.

## 2 Eligibility requirements

Any person possessing Japanese or Belgian citizenship, or who is a resident of Japan or Belgium regardless of citizenship, is eligible to take part in the competition.

## 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<sup>st</sup> Prize: 1.000 €
- b) 2<sup>d</sup> Prize: 500 €
- c) Up to three "Prizes of Excellence" for other outstanding works

The winner of the 1<sup>st</sup> Prize will be awarded at the Japanese Ambassador's residence in Belgium or the Belgium Ambassador's residence in Japan and will be invited to some major events and receptions during the year 2016.

## 5 Submission process

Please provide the following:

- Completed entry sheet (Word-document; [download](#)).
- An explanation of the meaning of the text and logo design in about 40 words. The explanation of the winners may be published.
- File containing design samples.

Please send above files to the following e-mail addresses with the subject line "Anniversary 2016 Logo Competition" :

- **Persons living in Belgium and Belgian citizens residing outside Japan:**  
[150logo@bx.mofa.go.jp](mailto:150logo@bx.mofa.go.jp)
- **Persons living in Japan and Japanese citizens residing outside Belgium:**  
[tokyo@diplobel.fed.be](mailto:tokyo@diplobel.fed.be)

## 6 Application period

Applications must arrive at one of the two above-mentioned e-mail addresses by 20 December 2014.

## 7 Notification and announcement of the competition results

The winners will be informed in February 2015 of the competition results.

Results will also be announced at around the same time on the websites of the Embassy of Japan in Belgium (<http://www.be.emb-japan.go.jp/english/index.html>) and the Embassy of Belgium in Japan (<http://diplomatie.belgium.be/japan>).

### **If you have any inquiries, please contact:**

Embassy of Japan in Belgium

E-Mail: [150logo@bx.mofa.go.jp](mailto:150logo@bx.mofa.go.jp)

Tel: +32 2 513 2340