

**Inter-Society Color Council (ISCC)**

**VIP**

VISUAL IDENTITY PROJECT

**Student Design Competition**

# Inter-Society Color Council (ISCC) VISUAL IDENTITY PROJECT

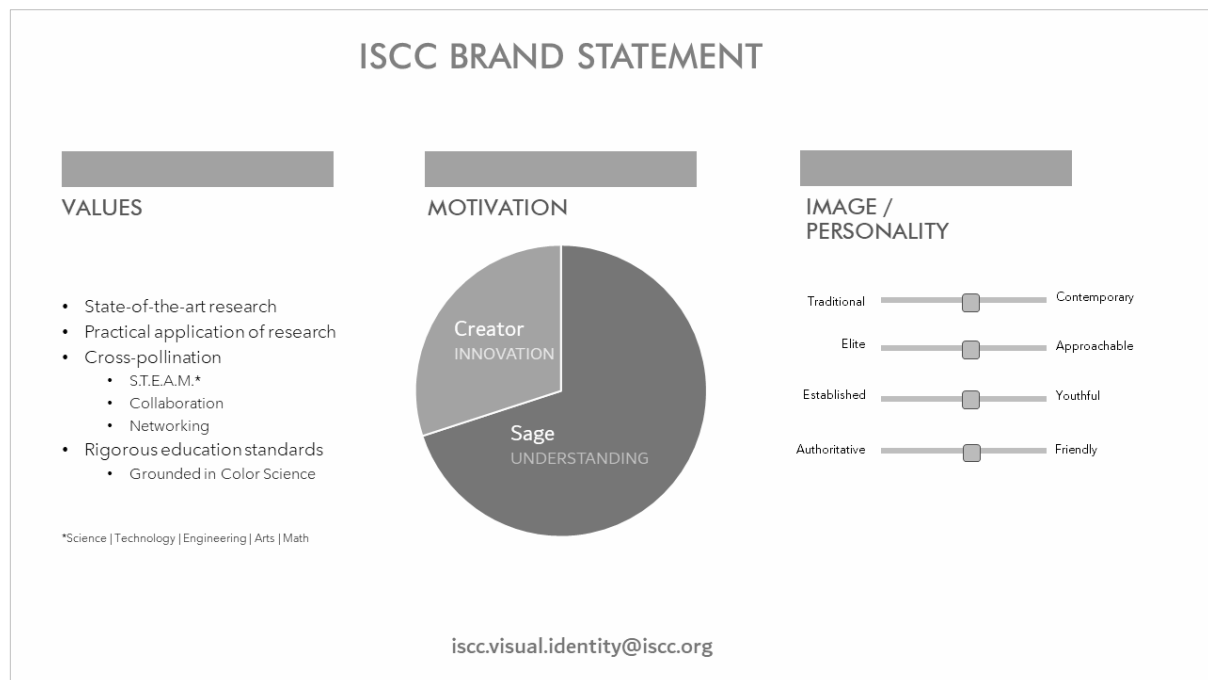
## Student Design Brief (Fall 2021)

### I. OVERVIEW

The ISCC is the principal professional society in the field of color in the United States, encompassing the arts, sciences, industry and education since its inception in 1931. Historically, ISCC endeavors have centered more on the science and manufacturing aspects of color and less on its application in the fields of art and design. In recent years, however, its membership has shifted to a more balanced representation of the four disciplines and the organization recognizes that it is time that the brand visual identity reflect this multi-disciplinary focus. Also, most of the ISCC membership is over 50 years of age and we recognize a need to attract a younger demographic of members who will be the next generation to lead the organization forward.

#### Brand Statement

The graphic below illustrates the three parts of the brand statement: the ISCC values, our primary brand archetypes (Sage/Expert 70%) and secondary archetype (Creator 30%) and adjectives describing the image/personality we hope to convey. A short video on how we arrived at this brand statement may be found on the competition page at [ISCC.org/events/VIP](https://www.iscc.org/events/VIP).



## **Objective**

Design an integrated visual identity for use with websites, social media, and on desktop and mobile devices that reflects the ISCC Brand Statement.

## **II. ENTRY REQUIREMENTS**

- Graduate and Undergraduate students enrolled as a student in a graphic design program.
- Entrants must be enrolled at the time of submission.
- Projects must be executed under the supervision of an instructor.

## **III. TERMS AND CONDITIONS**

### **A) General submission guidelines**

1. There is no fee to participate in the competition.
2. **Submission Period begins December 1 and ends on December 12 at midnight EST.**
3. Students may work alone or in teams (maximum 3 students per group). Team projects will designate one person to submit the design, but all team members may participate in the recorded visual presentation.
4. Projects must be supervised by a faculty member who may oversee the student design process, but not participate directly in the design.
5. Only entries that meet all the technical submission requirements will be accepted.
6. Entrants affirm that their submissions are their own original work, have not been copied from others or previous designs, including their own, and do not violate the intellectual property rights of any other person or entity. Violations will require the return of prizes, even if it is identified after the award is given.
7. Projects that promote intolerance or hate speech of any kind will not be accepted.

### **B) Rights**

1. Entries become the exclusive property of ISCC and may be used for any ISCC purpose, including but not limited to display on websites, business cards, letterheads, posters, and other materials.
2. ISCC may adapt, edit, modify or use the winning proposal in part or whole in the way it deems appropriate, or may choose to not use it.
3. ISCC may use any entry for promotional purposes in the future and will credit any designer whose work is shared in the media.
4. ISCC will use the data sent by the participants only to conduct the competition unless otherwise indicated in the details of the participation. By participating in this contest, all entrants consent to the use of their personal data by the ISCC for the administration of this Contest.

## IV. SELECTION PROCESS, JUDGES, AND AWARDS

Selection Process: A panel of judges (listed below) will review and select six (6) entries for the semi-finals. The three (3) winning designs will be those which, in the judgment of the judges, best meet the project objectives.

### Judges:

**Elio Carmi** (*Milan, Italy*)

Creative Director at Carmi e Ubertis

<https://www.linkedin.com/in/eliocarmi/>

**Marianne Rosner Klimchuck** (*New York, USA*)

Chair of the Communication Design Pathways Department

Fashion Institute of Technology

<https://www.linkedin.com/in/mariannerosnerklimchuk/>

**Jodi Baker** (*Ada, MI, US*)

Senior Application Engineer at Konica Minolta Sensing Americas, Inc

<https://www.linkedin.com/in/jodi-baker-23a6148/>

**Dr. Renzo Shamey** (*Raleigh, NC, USA*)

Ciba Professor of Textile Chemistry

College of Textiles

North Carolina State University

<https://www.linkedin.com/in/renzo-shamey-739614a/>

**Antonella Porfido** (*Milan, Italy*)

Creative Director Consultant, Cooperazione Internazionale

<https://www.linkedin.com/in/antonellaporfido/>

### Awards:

First prize **\$750 USD**

Second prize **\$350 USD**

Third prize **\$150 USD**

Honorable mention

## V. SUBMISSION REQUIREMENTS

Students will both register and submit projects at [ISCC.org/events/VIP](https://www.iscc.org/events/VIP). If you plan to participate in the competition, please let us know by registering in advance.

Participants will upload a PDF (14 pages), a ZIP containing the graphic files in the specified formats, and a recorded Visual Presentation. There is also an *optional* animation which may be submitted as a separate file.

### A. Concept Summary (1 page)

Demonstrate research, inspiration, and thought process for the design. Must include:

- Description of the design *process and approach* (500 words maximum)
- Explanation of how the proposed visual identity design interprets the *ISCC brand statement* through the chosen design elements, font, color, image sizes, etc. (500 words maximum)

## **B. Graphics**

### **1. ISCC Visual Identity (vector files) (5 pages)**

- Graphic identifier
- Graphic identifier with acronym (ISCC) - Full Color
- Graphic identifier with acronym (ISCC) - Black/white
- Graphic identifier - Full Text (International Society Color Council) - Black/white
- Graphic identifier - Full Text (International Society Color Council) - Full Color

### **2. Mockup - Social media (PNG or JPG, min. 240dpi) (4 pages)**

- Avatar (used for Facebook, Instagram, and LinkedIn In).
- Instagram: Instagram Stories (750 x 1334 px) and Post (1080 x 1080 px).
- Facebook: Cover (851 x 315 px) and Post (1200 x 1200 px).
- LinkedIn: Banner format (1536 x 768 px)

### **3. Mockups - Web and Print (PNG or JPG, min. 240 dpi) (3 pages)**

- Landing page (website design) for [www.iscc.org](http://www.iscc.org)
- Printed application (e.g., stationery, business card).
- Merchandising application (e.g., tote bag, T-shirt)

### **4. Color palette and typography used for designs (1 page)**

- HTML, RGB color code for digital elements
- CMYK or PANTONE color equivalences for printed items.
- Font names (TTF or OTF)

## **C. Audiovisual presentation**

Must include Concept and Required Designs from first submission

- 1920 x 1080 px slide format
- Time limit: 3 minutes maximum

## **D. OPTIONAL: Animated application of the graphic identifier or avatar**

- Video mp4 or GIF format, 10 seconds maximum

## **E. PDF Technical Specifications:**

- One page for Concept, and one page for each required graphic, for a total of 14 pages.

- Flat PDF file (no art layers).
- No personal identifying information on the PDFs
- 792 px wide by 612 px high.
- Maximum file size 50 MB
- Minimum 240 dpi resolution.
- On the last page of the PDF please credit fonts used, authors, date of creation, bibliography, etc.
- Clear definition of all design elements (precise location and scale, image sizes, font size, number of pixels, etc.)
- All the text must be in English.

**No sharing -- Yet!**

To ensure an unbiased competition, please refrain from sharing your hard work on social media until the competition is over.

These terms and conditions are governed in accordance with copyright laws of and the courts shall have exclusive jurisdiction to settle any claims arising out of or in connection with this promotion.

**Questions?** Please direct any inquiries to Dr. Lina Cardenas at [iscc.visual.identity@iscc.org](mailto:iscc.visual.identity@iscc.org)