



INTERNATIONAL BOARD ON BOOKS FOR YOUNG PEOPLE **iBbY**

unisel
UNIVERSITI SELANGOR

MBBY & UNISEL PRESS presents

Logo Design Competition

2022 IBBY WORLD Congress

Prizes for Winning Entry

Special recognition during the Congress and in the MBBY website.
One year membership to the MBBY.

First Prize: **RM2000 cash**. Second Prize: **RM800 cash**.
Three Consolation Prizes: **RM400 cash each**.

Background

Malaysia will be the host of the 2022 IBBY World Congress. IBBY, the International Board on Books for Young People is a non-profit organisation representing an international network of people from all over the world who are committed to bringing books and children together. In anticipation with this momentous occasion, Malaysia IBBY and UNISEL Press is pleased to announce a competition to design a logo that represents the Congress to be held on 5-8 September 2022 in Putrajaya.

Invitation to Participate

We invite all members of the public to participate in this logo design competition: Designers, artists, students and members of the general public

Guidelines for Logo Concept

- Reflective of the 2022 Congress destination, Malaysia.
- Portray the Congress theme, The Power of Stories (see below).
- Represent IBBY mission of bringing books and children together.
- Conceptual rather than literal.
- Original, and not visually identical to previous IBBY conference logos; not copied from others or from any previous designs.
- Include a description of the logo concept.

Theme of Congress

The Power of Stories: Stories and storytelling continue to be crucial to our individual, communal and cultural identity. We tell and listen to stories all the time. Story is learning, rejoicing, healing and recollecting. Story builds connection, creates meaning, generates emotion, and enriches individual development. With all the problems we are facing in this world,

there is a greater need to present strong and authentic narratives. This theme celebrates the power of youthful imagination to help counter the tension and confusion of the contemporary world. It also helps to make books come alive for our young generation.

Technical Specifications

- Should have a maximum of 4 colours, work well on white and coloured backgrounds, and fit into a squared box in both portrait and landscape formats.
- Should be flexible: easy to use, handle, resize and manipulate for reproduction purposes, and visually appealing on both small and large scale, and adaptable for electronic or printed display on websites, social media, posters, banners, clothing, business cards and other conference promotional materials.
- Must be submitted in softcopy in JPG or PNG with at least 300 dpi resolution, or preferably 600 dpi. If non-standard fonts are used, the font must be provided should the logo be selected as winner. Any colours used should be from the CMYK model.

Copyright

- Winning submissions will become the sole property of MBBY and may be used for any purposes related to the Congress and other MBBY activities.
- Winning entry may be reworked by a professional graphic designer.

Selection Process

- A panel will select winning entries and their decision will be final.
- Entrees will be judged on visual appeal, quality of design, creativity, adherence to the concept and themes, ease of reproduction and manipulation.
- The panel reserves the right to extend the deadline, end the contest without a winner, to cancel it, or to disqualify any entry that does not conform to the guidelines.
- Decisions will be made no later than **30 October 2017**.

Submission

- Entries must be submitted via email by **30 September 2017** to: mbbycongress@gmail.com.
- Submissions are limited to two [2] different designs per person.
- Submission must include the **name, postal address, phone number and email address** of the entrant.
- For enquiries, please contact: Prof Dr Md Sidin Ahmad Ishak, Unisel Press, Universiti Selangor, Section 7, 4000 Shah Alam; phone: 03-55223516; email.: mbbycongress@gmail.com

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