



**FUTURE HOW
HALL-OF-FAMERS
—READ UP!**

**READY TO DESIGN YOUR FUTURE?
HERE'S WHERE YOU START.**

- 1** Pick your piece
- 2** Choose a category
- 3** Know the deadlines
- 4** Follow all steps to enter online
- 5** Dream about your possible #HowFame

DEADLINE: OCTOBER 2, 2017

LOGO DESIGN AWARDS

Competition Details

- A competition celebrating innovative and effective logo design and identity applications

McDonald's golden arches. FedEx's purple and orange color blocking. Starbucks' nautical wavy-haired goddess. These memorable logos have lasting impact and prove that strategic identity is the key to making a brand instantly recognizable. This is your chance to show your flair for creating logos and identity applications that are best described as ICONIC.

Categories

Logos*: symbols, word marks, lockups, etc.

*Enter your logo design, and you'll have the option of adding on an Identity Application for an additional \$20.

Identity Applications: anything created in conjunction with a logo, e.g., business cards, letterheads, signage, websites, T-shirts, stamps, packaging, tote bags, other products, interactive elements, animated GIFs and more.

SELECT YOUR CATEGORY

Category Selection

Select the category that best represents your entry. If we feel another category is more appropriate, we will switch the category for you.

PREPARING YOUR ENTRY

Here are the details you'll need while preparing your entry for potential #HowFame.

- Entries may be entered online.
- Credit all persons involved in the creation of the piece. HOW isn't responsible for incorrect, illegible or incomplete credit information.
- Release date of submission must come before the competition's final deadline.
- Give us the scoop on your entry in 100 words or less and include the description on the entry form.
- We accept all major credit cards in our online checkout. If needed, you may pay with a check or money order. Make checks payable (in U.S. funds) to F+W Media, Inc. and send to the address below.

Entries received without payment will be disqualified. Entry fees are nonrefundable. One check may be used to cover multiple entries.

HOW Logo Design Awards-Payment Center

10151 Carver Road, Suite 200
Blue Ash, OH 45242 USA

General Information

- All supplied credits should be complete & accurate (including title) at the time of submission; we cannot guarantee that any credit modifications or edits will be possible. We may not be able to accommodate changes if you are selected to be featured.
- All supplied images/web-based entries/URLs should be complete & accurate at the time of submission; we cannot guarantee that any additions, modifications or edits will be possible. We may not be able to accommodate changes if you are selected to be featured.
- Once a competition deadline has passed, you will not be able to access the online entry system; be sure to print copies of all forms and your entry confirmation email for your internal record keeping.
- Accounts are competition/year specific & need to be set up each year (for each competition you're entering).
- Be sure that our email addresses (anything ending in @fwcommunity.com or @fwmedia.com) are not blocked, or you may not receive critical information, receipts, confirmations, etc.
- HOW is not liable for any copyright infringement on the part of the entrant and will not become involved in copyright disputes.
- Employees of F+W, A Content + eCommerce Company and their immediate families are not eligible. Due to SEC restrictions, we are unable to accept entries from Syria, Iran, or North Korea.

HAVE IT HANDY

Submitter Information

This is the person we will contact with any questions, updates, etc. Please be sure that the email address will be valid throughout the competition, and that the contact includes a primary name & email alongside an intern name/ email if applicable. Please note that should your entry win, the submitter will not be listed as part of the creative team unless the submitter's name is listed again in the creative credits section.

Credit Details

Have full credits available and ready (including entry title) at the time of entry. Credits are taken directly from the entry form; we cannot guarantee the opportunity to update credits if an entry is chosen to be featured. When filling out the online entry form, you will possibly be asked to include the following (separate names by commas):

- Art Director(s)
- Designer(s)
- Illustrator(s)
- Photographer(s)
- Copywriter(s)
- Printer(s)
- Other Names of Creative Team (include title & name)
- Client (Should NOT be listed under Creative Team)
- Release Date
- Project Description/Goal/Outcome (100 words or less)

Note: If the submitter is also a member of the creative team, the submitter's name must be listed in the appropriate credit field. The submitter field is not used in credits.

Project Description

For competitions offering the option to submit a project description, please note that we reserve the right to publish this in the magazine should the entry be featured. Information should be complete & accurate at the time of submission; we cannot guarantee that any additions, modifications or edits will be possible.

Project Delivery Method Options

Select one of the following methods of supplying your project/entry. Once you make your selection, the online entry form will modify itself to collect the appropriate information.

- Digital Uploads
- Web-Based Entries / URLs
- Digital Uploads + Web-Based Entries / URLs

Delivering your project in one of the above methods provides HOW with exactly what is needed to judge and showcase your work in print and online if your entry wins. Additional information or materials is neither necessary nor accepted. Strive to capture your work in the best way possible while keeping to the requirements listed below.

Project Delivery Method Requirements

DIGITAL UPLOADS

- For the Logo Design Awards, you may submit up to 3 logo files and up to 5 Identity Applications files. For all other competitions, you may submit up to 10 files per entry (10 MB per file).
- File formats for digital images include: .jpg or .jpeg; in RGB color mode.
- Dimensions: No smaller than 3 inches for the shortest dimension at 300 dpi. Larger dimensions are preferred for detail and cropping.
- File formats for video include: .mov; .avi; .mp4; .wma. You must also provide 4–6 print-quality screen captures of your video submission, adhering to image requirements listed above.
- Please be sure that at least one of your file uploads is of print/web quality that can be used in promotion (for both print & web) if your entry is selected to be featured. This file should be submitted first. The remaining images may highlight any portion of the entry that you wish to spotlight. Editorial reserves the right to select any of the uploaded images for the feature.

WEB-BASED ENTRIES / URLS ENTRIES

- All web-based/URL entries must be viewable in a common web browser and accessible via the Internet for 90 days after the final competition deadline. We are not responsible for tracking expired link, codes, etc.
- When completing the online entry form, please include a complete and direct link where requested.
- If an entry is not publicly accessible, please include the direct links as well as any user names and passwords & special instructions that may be necessary to access the entry. NOTE: Our panel does not set up accounts or purchase apps, etc. to view entries.
- In the Instructions text box on the entry form, list any & all information needed by the panel for accessing the entry. Include direct links, passwords, codes, special instructions etc.
- You may upload a file if necessary, containing screen shots to assist the judges with accessing your entry. If doing so, be sure to select Digital Uploads + Web Based Entries / URLs as your entry method and upload the file as a digital upload. Be aware that this will count as one of your

allotted uploads. Indicate in the notes: SEE FILE UPLOAD FOR INSTRUCTIONS.

- If screen shots or other print-quality images are not provided, HOW will decide what to use in the magazine if the entry is featured.
- Demonstration videos should not be longer than 5 minutes in length.

PRICING AND DEADLINES

Deadlines & Pricing

Early-Bird Deadline: October 2, 2017

- Logo entry—\$45
- Logo entry + Identity Applications category—\$65

Deadline: October 30, 2017

- Logo entry—\$55
- Logo entry + Identity Applications category—\$75

Online entries must be completed before 11:59 p.m. EST on the date they are due.

JUDGING CRITERIA

HOW selects judges who have a level and area of expertise suitable for judging our competitions. Judges will review your projects (including your project description) with a keen eye in search of solid, compelling work that meets project objectives creatively and goes above and beyond in some way. Note that, as this is a design competition, a great idea on its own is typically not enough to be awarded. That idea must also be executed well in terms of the main tenets of design (typography, composition, hierarchy, etc.).

Learn about the judging process for the competition you enter in.

- Every eligible entry will be viewed by a judge. Judges' decisions are final. Judges reserve the right to re-categorize entries.
- Entries must be submitted online (11:59 pm EST) by the final competition deadline.
- If the top winner chooses to accept the HOW Design Live portion of their prize they must agree to attend the HOW Design Live conference dates in 2018.
- The following are not permitted to enter the contest: employees of F+W, a Content and eCommerce Company, and their immediate family members; HOW contributing editors and correspondents as listed on our masthead; and judges of this competition and members of their firm.

FAQ | YOU ASKED, WE ANSWERED

GENERAL

What is the current deadline? Will there be an extension available?

Current deadlines are posted above in this PDF and on the competition's MAIN page. Any revisions or extensions to posted deadlines will be updated, if they are offered. If an extension is put in place, it will not take place until after the posted deadlines. All deadlines refer to the online entry system submission date (11:59 pm/ EST).

What qualifies?

An entry should no longer be in a creative state; the design project should have been printed, published, posted, aired, etc. within 18 months of the competition's final deadline. HOW assumes all entries are original and are the works and property of the entrant, with all rights granted therein. HOW is not liable for any copyright infringement on the part of the entrant and will not become involved in copyright disputes.

Are there special considerations as to who may/may not enter?

Student Work: A Student entry means that the project was created under the guidance of an instructor with an educational institute. If work falls within the eligibility guidelines, it's possible for someone who is not currently a student to submit work that they created while they were a student... if it was created during a time that fell during our eligibility period. In this case, they should enter it in the student category since it was created under the guidance of a professor.

Other: Employees of F+W, a Content and Commerce Company, and their immediate families are not eligible.

May I submit physical samples?

No. Entries are to be submitted online only.

Are physical samples returned to the entrant?

We do not accept physical entry samples, files, forms, discs etc.

What if I cannot find my emails from you?

Courtesy emails & payment receipts are triggered automatically once you submit an entry and/or payment method. Please check all filters & junk mail folders etc. and make sure that anything from @fwmedia or @fwcommunity is on your accepted list. Valuable (and often time sensitive) communication regarding your entry (including winner notifications, prize allocations, editorial communication, file requests etc.) is sent via: email & we would hate for you to miss any communication. High traffic, especially around deadlines, may cause delays and may affect time sensitive emails.

We will be sending a check from our accounting department to cover our entry fees. How/when must the check mail?

Select the pay by check option at checkout. Payment must accompany entries. Entries received without payment will be disqualified. Checks should accompany a copy of your entry form, and should include the competition name on the subject line. To take advantage of early-bird rates (if offered), check must mail (be postmarked) by the early-bird deadline, otherwise regular rates will apply. Makes checks payable (in U.S. funds drawn on a U.S. bank) to F+W Media, Inc.? Entry fees are non-refundable. Credit card charges will appear on your statement as "F+W Contest" and checks will be processed within 30 days of the contest final deadline.

Mail checks to:
Logo Design Awards
10151 Carver Road, Suite 200
Blue Ash, OH 45242 USA

When will we know if our entry was chosen?

Winners are notified on or before the published winner notification date listed in the guidelines. Non-winners are contacted in the weeks following that date, with a courtesy competition status update. Be sure that our email profiles are on your accepted email list to receive the updates.

How can I verify/confirm what I have entered?

Log into your current year's account & select PRINT next to the title listed for a particular entry. We highly recommend that you print a copy of your forms at the time of submission. Once the competition has closed to the public, you will no longer be able to access your online account or print forms.

Can I enter one project into multiple categories?

Yes, just be sure to enter complete a separate entry form for each entry.

Can I enter my work as a series?

If a competition specifically offers a campaign/series entry fee option, it will be listed in the entry fee structure. A campaign/series entry is a single project involving multiple components that are all developed and designed at the same time as part of a cohesive set. The overall strength of the series depends on each individual piece and its function within the campaign.

Campaign/Series examples include:

- A set of posters and brochure that promote an entire theater season
- A group of related product packages that includes different flavor variations OR a packaging system that includes multiple formats like cans, bottles and boxes
- An identity for a retail store that includes business cards, hang tags and shopping bags
- A wedding invitation suite that includes such things as save-the-dates, invitations, maps, menus etc...

A multi-media campaign/series entry:

- Crosses over multiple media outlets (some examples include: print, television, radio, newspapers, magazines, internet websites and mobile digital devices, billboards etc.).
- Components can also be singled out & entered on their own in a specific category-in addition to the campaign/series entry. This can garner additional exposure to a particularly strong piece even when on its own.

If my entry is accepted, what will you use for reproduction?

If your work is chosen to be featured, we will request necessary reproduction materials. There is no need to contact us with new files or alternative files, as only requested replacement files will be accepted. Be sure that our email profiles are on your accepted email list.

I am a student, may I enter?

Certain competitions offer student specific options. A student entry is any project created for a school assignment.

We do not accept personal unpublished work (spec work). The work must be completely original and not utilize content owned by another copyright holder unless the entrant has been granted specific usage rights. If a student project is selected and documentation of specific usage rights cannot be supplied, the project will be disqualified. The entrant is responsible for any copyright infringement issues, HOW will not become involved in copyright disputes. If you are a student, yet created a piece for an actual client-please enter as a non-student.

I don't know which category to put my piece in?

Select the category that best represents your entry. If we feel another category is more appropriate, we will switch the category for you, on your behalf.

Can I update or edit credits or files after I submit my entry?

Supply all credits in full & accurately with your entry, including entry title, on the entry form. Credits are taken directly from the entry form and we cannot guarantee anyone the opportunity to update credits if an entry is chosen to be featured.

ONLINE ENTRY SYSTEM

How do I set up an account? How do I log in?

Follow the Enter Now link found on the main competition page; this will bring you to the online entry system. The first time you visit the current year's online entry system, you will be asked to Sign up for an account by creating a login for yourself. If you enter other HOW competitions, you will need to set up a separate account for each one (you may however use the same log in & password). Once you have signed up for your (competition specific) account, you simply follow the login prompts on the competition main page. A competition login is NOT the same as the general website login.

What if I created an account last year but the system is not recognizing me?

Remember, accounts are competition specific & need to be set up each year (for each competition you are entering). A competition login is NOT the same as the general website log in.

What if I want to start filling out the online entry form but am not ready to complete & submit the entry?

If you would like to start filling out the online entry form but are not ready to submit the entry, you may save your entry as a Draft. Drafts allow for editing of the text within the form; editing of the files/uploads must be done outside of the entry system – upload a new file, to replace an existing file. It is highly recommended that you gather all information before entering, rather than storing Drafts.

What if my file is larger than the specified file size limit?

Please note that the thumbnail image of your file upload may not show correctly if the file is too large, even though the file itself still uploads fine. The thumbnail image is not used for judging, it is only a quick reference for the entrant of the file that was uploaded. Compressed files (ZIP etc.) cannot be uploaded.

Will you confirm receipt of my entry? Payment?

The online entry system will email the submitter an automatic email upon submitting an entry. The email is a courtesy & does not contain entry specifics. To obtain specifics, log in to your account and print the forms for each submitted entry. Payment receipts are emailed to the cardholder's email address (if provided) on the payment page.

PAST WINNER GALLERY

Get Inspired



Design: Écorce | Location: Montreal



Design: Cynda Media Lab | Location: New Jersey



Design: LMG Communication graphique | Location: Québec

CONGRATS DESIGNERS, YOU'VE MADE IT TO THE END!

Now you're ready to submit your entry. Watch for a confirmation email after you enter and keep it somewhere safe. Best of luck!

Entering one of HOW's design competitions is a big deal. You've already gone above and beyond just to get to this point. Let your friends know what you've accomplished on social media!

#HOWDESIGN