

# Logo System Contest

## Rules and Guidelines

### Book Industry Environmental Council

#### Contest Overview:

- Logo system needed to identify environmentally responsible book publishers
- Cash prize of \$500.00 for the winning logo system
- Each submission must include 3 complementary logos
- Logos must clearly differentiate between 3 levels of environmental achievement
- Logos must consist of black and white line art (cannot contain complex photographs) though actual logos may be printed in different colors depending on the books' color schemes
- Color cannot be used to differentiate between various levels of certification
- Logo identifies environmentally responsible publishers but does not make claims about specific books
- The Submission Deadline is March 1, 2010

The Book Industry Environmental Council (BIEC) is in the process of developing a certification system that will identify publishers that have taken a leadership role in reducing environmental impacts. The council is conducting a design contest to develop a logo system—consisting of 3 logos—which will identify environmentally responsible publishers and differentiate between 3 levels of environmental achievement. This logo could potentially be displayed on millions of books in addition to publisher's websites, catalogues, stationary and other forms of communication. The winning artist will also be acknowledged on the BIEC website.

#### Selection Process: The ideal logos will:

- Communicate the idea that the publisher is a leader in environmental stewardship
- Different between the three levels of certification described below in the "Eco-label Scorecard" section
- Be unique and easily identifiable
- Be aesthetically pleasing in black and white or if reproduced in other colors.
- Be fully visible and readable even when shrunken down to a very small size (approximately 3/4 inch by 3/4 inch)

Out of all the submitted entries, the eco-labeling committee of the BIEC will select 3 to 5 finalists which will be voted upon by the full council based on the criteria above. We are confident that we will receive many excellent submissions and that choosing just one winning entry will be a difficult process. However, the BIEC reserves the right to select none of the submitted entries in the event that none of the entries are deemed suitable for the needs of the BIEC.

**About the BIEC:** The BIEC is a broad group of companies and nonprofit organizations that are collaborating to track and reduce the environmental impacts of the book industry. The BIEC is coordinated by Green Press Initiative and the Book Industry Study Group, and includes publishers, book printers/manufacturers, paper manufacturers, distributors, merchants and retailers. For more information see [www.bookcouncil.org](http://www.bookcouncil.org). One of the key priorities of the BIEC is to develop an eco-label that can be used to identify books produced by publishers that have excelled in reducing environmental impacts.

**Eco-Label Scorecard:** The BIEC has developed a scorecard which will be used to evaluate publishers wishing to become certified. The scorecard awards points for 22 environmental metrics which are divided into five categories: Content of book paper, reducing paper consumption/waste, minimizing climate impacts, toxics and pollution prevention and corporate policies and goals. There will be three tiers of certification which is dependent on the number of points the publisher is awarded by the scorecard. To receive any level of certification a publisher must achieve at least 400 points. The next higher level will require a minimum of 500 points, while the highest level of certification will require at least 600 points. The publisher must also meet minimum requirements regarding its efforts to eliminate the use of fiber derived from endangered forests. It is important to note that the certification evaluates the overall performance of the publishing company and does not make a claim about the environmental attributes of any specific book or title.

**Certification Tier Names:** The names for the three levels of certification have not yet been determined, and will likely depend on the concept of the logo that is ultimately selected. While developing the scorecard the three tiers of certification were initially referred to as silver, gold, and platinum with silver certification representing the lowest level of certification and platinum representing the highest level. However the members of the BIEC ultimately decided against the "silver, gold, platinum" concept. Other concepts that have been discussed included a "leaf system" (similar to the star system used by movie

critics) with three, four or five leaves representing the three levels of certification. Another concept that has been suggested is one in which a leaf or tree becomes more fully shaded in with each increasing level of certification. You may choose to use one of the previously mentioned concepts (with the exception of the “silver, gold, platinum” concept which has been ruled out by the council) though you are also encouraged to come up with an original concept that would differentiate the three tiers of environmental certification. One example of an environmental logo system with various tiers of certification is the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) certification for building projects. As can be seen below LEED uses the text to differentiate between the various levels of certification which range from LEED certified (lowest level of certification) to LEED platinum certified (highest level of certification). Your logos may use text, graphics or a combination of both to identify the various levels of BIEC certification, though as noted above the BIEC has voted against the idea of using silver gold and platinum as the names for the various levels of certification. The LEED example below is provided as a general example of an environmental certification with multiple logos to identify varying levels of environmental achievement.



#### **Rules and Requirements:**

- 1) Submitted logos must be original works and must not include copyrighted or trademarked material or otherwise infringe on intellectual property.
- 2) The deadline for submissions is March 1, 2010
- 3) The decision of who wins the contest, or the decision to not select a winner will be at the sole discretion of the BIEC and its members.
- 4) Entries are acceptable via mail or email. Entries that are late, incomplete, illegible, damaged, irregular, have been submitted through illicit means, or do not conform to or satisfy any condition of the rules may be disqualified.
- 5) The BIEC is not responsible or liable for entries that are lost in delivery
- 6) Individual members of the BIEC are not eligible to participate in the competition
- 7) Entrants must sign the included release form as prepared and accepted by the BIEC.
- 8) Contest winner will receive a prize of \$500.00 which will be their sole compensation for creating the winning logo

#### **To Participate:**

Send the following to [todd@greenpressinitiative.org](mailto:todd@greenpressinitiative.org):

- 1) Name, address and phone number
- 2) Black and white copies of the logos for each of the three tiers of certification
- 3) Suggested names for each tier of certification
- 4) A completed and signed copy of the “BIEC Logo Contest Release Form” below

**Submissions that do not include all of the items listed above will not be considered.**

Electronic Submissions are preferred however submissions may also be sent via mail to

Todd Pollak  
Green Press Initiative  
17 Drury Dr.  
Essex Junction, VT 05452

### **Book Industry Environmental Council (BIEC) Logo Contest Release Form**

I certify that the logo design I am submitting is my original work and does not infringe upon intellectual property, including trademarked or copyrighted material. I release any and all of my ownership rights to this logo design to the Book Industry Environmental Council (BIEC) and the Green Press Initiative and the Book Industry Study Group—the organizations which coordinate the BIEC. I understand that all entries to the contest become the exclusive property of the BIEC and its coordinating organizations. The BIEC and its coordination organizations or their designees may alter the images and designs, and use them at their discretion.

I agree to the BIEC and its coordinating organizations' use of my entry in materials supporting this contest, including postings on the BIEC website, and use of my entry in media releases and other public documents and events. I give permission to the BIEC and its coordinating organizations to reproduce, prepare derivative works, publish, distribute copies to the public, display publicly, incorporate in articles for sale, and use the artwork for all purposes deemed appropriate by The BIEC and its coordinating organizations. The BIEC and its coordinating organizations may also distribute the artwork through a variety of media, including but not limited to print, television, websites, or any other means. The BIEC and its coordinating organizations may also permit a third party to exercise these rights, including but not limited to the right to display or distribute the artwork, in a manner the BIEC and its coordinating organizations deem appropriate.

I understand that the designer of the winning design in this logo contest will receive a one-time \$500.00 prize and that this prize will be the sole compensation for the winning logo. I understand that the BIEC and its coordinating organizations may choose to use a logo other than the logos submitted through the contest in which case no prize will be awarded. I agree that after the contest, the BIEC and its coordinating organizations have the right to use the winning logo for any purpose related to BIEC activities, including but not limited to, stationery, websites, business cards, media releases, public events, clothing or other apparel, and use on books, websites, catalogues and other uses by publishers who are certified to use the BIEC eco-label without financial or other remuneration or attribution to the logo contest winner. If my design is chosen as the winning logo, I further agree that the BIEC has the right to publicize my name, likeness or photograph, and the fact that I won the logo contest for promotional purposes and without financial remuneration.

I understand that the BIEC reserves the right to withdraw or terminate this contest at any time without prior notice. I further understand that the BIEC reserves the right to amend the contest rules and guidelines as and when it deems necessary.

I, the undersigned, have read the complete contest rules and guidelines, and agree to be bound by them in full. I certify that my entry and all artwork and/or design that I have provided is my original work and has not been copied from some other source. I understand that the BIEC and its coordinating organizations are not responsible for loss or damage to my artwork and/or designs. I grant to the BIEC and its coordinating organizations, and their designees, the exclusive right to copyright, trademark and otherwise use my artwork and/or designs in any manner that they deem fit, including but not limited to reproduction and promotional purposes. I agree that I will not receive any compensation, other than that stated in the contest rules for my artwork and/or designs.

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Name of Contest Entrant

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Contest Entrant Signature

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Name of Parent/Guardian of Contest Entrant (if entrant is under 18)

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Signature of Parent/Guardian of Contest Entrant (if entrant is under 18)