

# Official Rules

**Deadlines:**  
June 30, 2009 for logos designed in 2008  
January 31, 2010 for logos designed in 2009

## Why take part in Wolda, the Worldwide Logo Design Annual

- Because it's a prestigious awards scheme that **promotes excellence in logo design** around the world, and it's a **powerful marketing tool** to promote yourself or your design firm.
- Because it's the first and only awards scheme in design history to be **endorsed by so many international and national design associations and schools** (see the full list at [www.wolda.org](http://www.wolda.org)).
- Because the panel of judges is **completely innovative** both in its composition and in the judging procedure it uses.
- Because **all the winners will be featured in an outstanding and comprehensive annual design publication**, as well as on the Wolda website and covered in articles in the most influential design media (print and digital).
- Because finally there's **real visibility among clients** thanks to Wolda's partnership with Aquent ([www.aquent.com](http://www.aquent.com)), the world's largest marketing staffing firm.
- Because **participants are entitled to significant discounts** on purchase of the books and other affiliated design annuals, along with a discount on next year's entry fee.
- Because **if you're a member of one of the design associations or schools endorsing Wolda, there's a discount of 10%** on entry to Wolda '09 and on the purchase of the Wolda Annuals.

And because **all participants will get 1 copy of the Wolda '09 printed annual** free of charge, including delivery costs.



## Eligibility

**Any logo designed, printed, published or visible online between January 1, 2008 and December 31, 2009 is eligible for Wolda '09.** If the logo is part of a system, you can subscribe the entire system, at a special rate. Wolda is open to graphic designers, studios, agencies and their clients worldwide. All entrants may submit as many works as they wish. All the entries must be original creations or property of the designer, design firm or individual submitting the design piece.

## Students

Wolda is also open to students, who participate in a dedicated area called **Wolda talent**. After a pre-selection by our editorial staff, students' work will be judged by the same criteria and jury as the professional work submitted.

## Entry fees & payment

**First logo € 88,80** (vat included)  
**Following logos € 36,00 each** (vat included)  
**1 logo system € 108,00** (vat included) flat fee, regardless the number of the logos in the system.

### For Wolda talent

**First logo € 44,40** (vat included)  
**Following logos € 18,00 each** (vat included)  
**1 logo system € 54,00** (vat included) flat fee, regardless the number of the logos in the system.

**Note: the entry fee includes a copy of the wolda '09 printed annual (priced € 96,00), delivered to your place with no extra costs. No extra fees will be requested when an award is won.** There is a **10% discount** for members and students of the design associations and schools that endorse Wolda (see the full list at [www.wolda.org](http://www.wolda.org)). Discounts are not cumulative.

## Deadlines

No entries sent after **June 30, 2009** (for logos designed in 2008) or **January 31, 2010** (for logos designed in 2009) will be accepted. In case of deadline extensions no late fee will be requested. Deadlines may sustain changes.

## Online payment

You may pay for your entries online using a credit card. Your credit card information will be encrypted and processed via VeriSign Secure Online Payment Gateway so that your privacy is protected. Eulda Books will not store your information for any reason. Wolda accepts MC, Visa, PayPal.

## Offline payment

An Offline Payment Form is provided online. Download it from the "Proceed to payment" area. Please note that offline payments incur an additional cost of € 24 to cover bank charges. The offline payment options are Cheque or Bank Transfer (in €). Work submitted for Wolda '09 will not be judged if full payment is not received by February 15, 2010.



## Prizes & other benefits

Each year winning entries are rewarded with prestigious design objects created specially for Wolda: one "Best of the World" trophy for the overall winner, five "Best of Continent" trophies, individual "Best of Nation" certificates for the best entry from each country and "Award winner" certificates for all the other logos selected for publication.

Wolda awards are true symbols of creative achievement. They're not easy to come by, either. Our juries are among the most discriminating, so earning a Wolda award is a real accomplishment. Even the simple certificates represent something worth hanging on the wall rather than just a sheet of paper to file away.

The prizes are as follows:

	Trophy	Certificate	Wolda '09 printed annual	Extra copies discount	Wolda '10 entry
Best of the World*	●●	●●	●●	50%	free
Best of Continent*	●●	●●	●●	50%	50%
Best of Nation*		●●	●	50%	20%
Other award winners*		●●	●	50%	20%
Other logos (not published)*			●	20%	20%

Additional trophies and/or certificates may be purchased at a cost of € 120 / € 25 respectively.

\*All participants are entitled to one free copy of the Wolda '09 printed annual, regardless of the number of logos subscribed.

Note: the above discounts cannot be combined with any others (e.g. the discount for members of associations or schools endorsing Wolda).



## Procedure

Online registration available at [www.wolda.org](http://www.wolda.org). Participants will be able to log in and out whenever necessary to see the status of their submission(s).

### 1 Create an account

After having read the "Official Rules", choose "+ enter now" and fill in the contact data form for the person entering the submissions. You will then receive an email containing a link to click on in order to activate your account.

### 2 Submit entry/entries

Log on to your account area whenever you want, using your username and password. This is where your list of entries will appear. Fill in all the necessary details including the logo name, the client, description of the logo and the name of the designer(s). If you decide to leave the website, you will be taken to this stage when you log back in.

### Technical specifications for submissions:

Submit logo files according to the following specifications:

- **Vector format** (Illustrator, Freehand, InDesign, Pdf), PageMaker and Quark files not accepted.
- **CMYK colour** (no Pantone). If your files include fonts, please convert to outline (vector).

In case of non vectorial images, files must respect the following specifications: 300 dpi resolution, minimum size 4x4" (about 10x10 cm), TIFF format in CMYK colour. Files should not exceed 10 MB.

### 3 Payment

Make payment by credit card or choose another payment method (PayPal, cheque or bank transfer). You'll get confirmation of a successful transaction and an invoice for your records (automatically generated on payment). Wolda offers you the chance to register your entry and make payment online with no shipping costs.

Please do not send original work or digital versions on CD. Offline subscriptions will be accepted only in case of technical problems (please refer to [info@wolda.org](mailto:info@wolda.org) for further assistance).

### Winners will be notified in June, 2010.

Please do not call. Winners may be included in related advertising and promotional materials.

Eulda Books shall not be held accountable or responsible for any lost or stolen awards, certificates or annuals. Once entries have been submitted, the fees paid are not refundable for any reason. Entrants declare that they are the owners of their designs and that no rights of third parties will be infringed by their publication. Eulda Books declines any responsibility for the possible infringement of rights of third parties. By submitting work and paying the corresponding entry fees, entrants authorise Eulda Books to use and exhibit the submitted logos in any way, time or place that Eulda Books sees fit, without limitation. Entrants also agree to relieve Eulda Books of all responsibility with respect to any claims whatsoever, including but not limited to copyright claims, that may be made against it by reason of any such presentation. Eulda Books cannot guarantee that submitted logos will be published in the annual, as selection for publication is at the discretion of the jury.

Endorsed by: (see the full list of endorsers at [www.wolda.org](http://www.wolda.org))

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