IIDA | OHIO KENTUCKY chapter

2020 IIDA OHKY GRAPHIC DESIGN COMPETITION

COMPETITION OBJECTIVE

The IIDA Ohio Kentucky Chapter is over 600 members strong and always growing! We need your help designing a cohesive graphics package that shares the benefits of being an IIDA member and helps us attract new members. The winning design package will not only be used for all 2020 membership marketing materials, but also adapted into additional graphics!

ENTRY REQUIREMENTS

- You can participate as an individual or as a team (4 people max)
- You must be an IIDA member (or minimum 1 IIDA member on a team, IIDA member must participate in creation of graphics)
- Design our new membership promotional items - requirements listed below
- Include brief description of overall graphic design concept
- Submit jpeg images of all graphics, winner will be contacted for design files

GRAPHICS REQUIREMENTS

The following marketing graphics should be created as a complete package:
How to Get Involved event:

- Event branding - create a new name for the event
- General event flyer (8.5"x11" size, portrait)
    - Include space for event date, time, location, & description
    - Include IIDA OHKY Chapter logo (see guidelines on pg 4)
- Social media promotion graphic (Square size, 1080x1080px)
    - Modified and condensed version of general event flyer suitable for social media
        - Include space for event date, time, and location

Membership Benefits:

- General infographic flyer (8.5"x11" size, portrait)
    - Include membership benefits listed on pg 2, represented in both text and graphic forms
    - Include IIDA OHKY Chapter logo (see guidelines on pg 5)

Please create graphics in standard Adobe Creative Suite programs to allow future editing (Photoshop, InDesign, or Illustrator)

AWARD

The winning designer(s) will receive $1,000 reward and graphics will be featured on all 2019 IIDA social media, website, marketing, and newsletter blasts!

DEADLINES

8/1/2019	Competition opens
10/1/2019	Submission deadline, judging begins
11/1/2019	Winner announced!

Please contact iidaOHKYpr@gmail.com with any questions!
Learn more about our Chapter at www.iidaohky.org

MEMBERSHIP MARKETING MATERIAL DESCRIPTIONS

HOW TO GET INVOLVED EVENT

Why join an organization and not take advantage of the member benefits? The IIDA Ohio Kentucky Chapter's 'How to Get Involved' event invites members and non-members to hear all about IIDA, what a membership entails, benefits received from membership, learn about volunteer opportunities, and how to make the most of a membership! Help us re-brand this event with a catchy title (not just how to get involved).

Previous graphic example:

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MEMBERSHIP BENEFITS

A tool to help promote the benefits received through an IIDA membership. This 1 page flyer should be clear and concise, as well as graphically attractive. A mixture of words, icons, and/or graphics are suggested to communicate the message.

A brief description of IIDA and list of the following membership benefits should be included:

- Discounted rate to attend national and local IIDA events
- Education opportunities through events, webinars, and publications including IDCEC Continuing Education Units
- Access to the IIDA Career Center, an online job classifieds
- Recognition of industry credibility by use of the IIDA appellation
- Ability to submit to IIDA Foundation programs, design competitions, and member recognition awards
- Complementary magazines subscriptions, such as Contract, Interior Design, and Perspective
- Complementary IIDA publications and research covering technical and theoretical topics in design, such as the Annual Industry Roundtable summary, Compensation Calculator, and What Clients Want book series
- Have a voice in local IIDA planning efforts
- Advocacy support for government legislation for the Interior Design profession
- Opportunity to be featured on the IIDA Ohio Kentucky Chapter website and social media through membership spotlights
- Connection to leading commercial Interior Designers with access to an online IIDA Membership Directory
- Exclusive savings through IIDA affinity programs, such as Hertz, Office Depot, and Wyndham

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Graphic example:

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IIDA LOGO GUIDELINES

GENERAL GUIDELINES

The IIDA logo is the primary logo to communicate the IIDA brand. It should not be modified and works most effectively when used consistently. Do not place the logo too close to the document edge, other logos, or design elements.

DON'T DISTORT THE LOGO.

ONLY USE IN BLACK OR WHITE.

DON'T USE SO SMALL THAT YOU CANNOT RECOGNIZE. SMALLEST SIZE IS A FAVICON, 32 PIXELS BY 32 PIXELS.

USE EPS FILE OR JPG AT 300 DPI OR ABOVE FOR PRINT

THE FREE SPACE AROUND THE LOGO SHOULD BE EQUAL ON ALL SIDE AND NO LESS THAN ¼".

DON'T REMOVE PORTIONS OF THE LOGO, DISTORT THE SHAPE, CROP, OR CREATE ALTERNATE LOGOS.

OHIO KENTUCKY CHAPTER LOGO

Ohio Kentucky Chapter logo can be black or white text, and the tagline in a horizontal format or stacked. Utilize the format of the logo that works best with your graphic! **(see dropbox link on next page to download Chapter logos)**

(black text, horizontal)

(black text, stacked)

(white text, horizontal)

(white text, stacked)

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2020 GRAPHICS COMPETITION SUBMISSION FORM

Name(s): _____

Email: _____

Phone: _____

Firm / School: _____

Title(s): _____

IIDA Member #: _____

Graphic Concept (a brief description of the design package intent and inspiration):

_____

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_____

Drop Box including IIDA logos for use: click here!

Submit this form along with your jpeg graphics to iidaOHKYpr@gmail.com

The IIDA Ohio Kentucky Chapter has the right to modify the winning graphics as they see fit and adapt design concept into additional graphics. Winning design files must be surrendered for use prior to receiving prize money. Please utilize Adobe Creative Suites for creating graphics (Photoshop, InDesign, or Illustrator). By submitting to this competition, you are complying with these regulations.

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