



Advancing Chemistry Worldwide

INTERNATIONAL UNION OF  
PURE AND APPLIED CHEMISTRY

### IUPAC100 LOGO COMPETITION

*"IUPAC Centenary –Creating the Common Language of Chemistry"*

In 2019, the International Union of Pure and Applied Chemistry will celebrate its 100th anniversary. In anticipation with and for the anniversary celebrations, IUPAC is holding a logo design competition.

In 1919, in the wake of WWI, Chemistry as a global enterprise needed a new start, and the international chemistry community knew that a universally-accepted language will ultimately facilitate research and communication. The founders of IUPAC thought that such common language of chemistry shall include all sort of standards, terms, and nomenclature. Today, our common language of chemistry continues to evolve and is ever more so needed as Chemistry is to embrace the global challenges of sustainable development.

The International Union of Pure and Applied Chemistry (IUPAC) is marking its centenary by embracing its founders' vision and engaging global members participation. IUPAC100 will have a special celebration at the World Chemistry Congress and IUPAC General Assembly in Paris in July 2019. Also, year long, all Organizations member of IUPAC will be encouraged to celebrate in their own way, their role and involvement in this international community.

Entries are invited for the design of a logo for the 100 Years of IUPAC.

**Eligibility:** The competition is open to 3 categories: college and secondary and primary school students for all around the world.

**Deadline:** 1 February 2017

**Judging:** A panel of judges will select a shortlist of best designs; Shortlisted designs will be posted online for voting.

**Prize:** The top entries and award will be noted in IUPAC magazine *Chemistry International*. The ultimate winning entry will be touched-up by a professional graphic designer and shared globally with all IUPAC member organizations and supporters to serve as the brand for the celebrations.

#### How to Submit

Digital submission only

An online submission platform will be made available from [iupac.org](http://iupac.org)

Inquiry by email to [iupac100@iupac.org](mailto:iupac100@iupac.org), with subject "logo competition"

## **Design Criteria**

The logo should be original and simple.

The logo should be submitted with a brief description (approx 50 to 100 words).

The logo should symbolize and represent the relevance of chemistry to society and/or the relevance of a common language of chemistry.

## **Technical Details**

Common image formats should be used (e.g., tiff, gif, jpg) for submitted design.

Winners agree to transfer image permissions to IUPAC for commercial, non-commercial and derivative rights.

The winning entry will be reworked by a professional graphic designer.

The logo will be used for announcements, letterheads, brochures, publications, web sites and other purposes as may be decided by IUPAC.

Judging panel will include IUPAC members.

Website: [www.iupac.org/iupac100](http://www.iupac.org/iupac100)

## **Additional Notes for Instructors and School Administrators**

IUPAC is a non-governmental international scientific organization with goals in strengthening international chemistry, striving towards inspiring high standards of excellence and relevance in academic and industrial research and promoting the service of chemistry to society and to global issues. Formed in 1919 by chemists from industry and academia who recognized the need for international standardization in chemistry, IUPAC has a special mission of "Creating the Common Language of Chemistry" that allows scientists to communicate with each other via the use of definitions of scientific symbols, nomenclature, terminology, units, naming new elements, conventions and standards of practice for presenting data, and determinations of specific elements or compounds for specific scientific fields.

The Year 2019 will be IUPAC's centenary. The centenary will be celebrated with year-long activities called IUPAC100. As part of the preparation for IUPAC100, IUPAC invites students of all levels to design creative logos for joining the celebration of the IUPAC centenary.

As such, IUPAC would like to ask instructors and school administrators to publicize the IUPAC100 Logo Competition in their classes or schools, through posters and pamphlets, or even by making it part of your class if you find it appropriate. Works submitted to the competition should be original works that are creative while also integrating IUPAC's core spirit and mission, which is to unify the fragmented global chemistry community through creating a common language and standardized processes and procedures (for full descriptions of the IUPAC and its mission, please visit: <http://iupac.org/who-we-are/>). Participants should also submit a 100-word description of their design concept along with their

entry, explaining how IUPAC's spirit, mission, history, or future visions are represented by their artistic creations.

Instructors and school administrators alike can also choose to host preliminary competitions. Works of the finalists of these preliminary competitions could be submitted to the IUPAC100 Logo Competition representing your class or school. However, preliminary competitions are entirely optional; works can be submitted directly to the IUPAC100 Logo competition without going through any preliminary competition or similar review/vetting processes.

Likewise, the national chemistry society of each country can also choose to host its own preliminary competition at the national level by gathering winning works of the schools in their country.

Preliminary competitions, whether class/school-based or at the national level, could also consider prizes and/or scholarships for the finalists/winner if appropriate.

It is, however, very important that instructors and school administrators make sure that participants are fully aware, understand, and agree to all the IUPAC100 Logo Competition rules (please see IUPAC100 Logo Competition instructions above) before they submit their works, whether for preliminary competitions or for the IUPAC100 Logo Competition itself. This includes the requirement that the ultimate winning entry will be touched-up by a professional graphic designer and shared globally with all IUPAC member organizations and supporters to serve as the brand for the IUPAC centenary celebrations.

/v. 25 Aug 2016/