



# BEC MASCOT DESIGN CONTEST

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The task is to design a stand-alone mascot that represents BEC (and European badminton) visually.

No BEC logo or type should be used in the mascot design as we will add the official BEC logo branding afterwards. The mascot's name will be added after the competition in another smaller contest.

Badminton Europe (BEC) is the governing body of badminton in Europe.

It is one of the five continental bodies under the flag of the Badminton World Federation (BWF).

It now has 52 Member Associations. It was founded on 27 September 1967 in Frankfurt, Germany.

The current Confederation's headquarter is in Brøndby, Denmark.



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## EXAMPLES



Mascot of the French Open Superseries



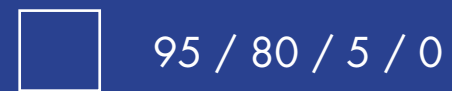
Mascot of the World Junior Championships 2015

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## 1. COLOUR, SCALE AND REPRODUCTION

Please limit the color palette to blue, yellow, and white.



The mascot needs to function in two colours and at both large and very small sizes. The mascot will be produced using many different processes, including offset printing, silkscreen, embroidery, embossing, and on the web.

## 2. HOW TO ENTER THE COMPETITION?

Two Easy Steps To Submit Your Design:

1. Create the mascot in a vector-based program, preferably Adobe Illustrator or Photoshop, and convert it to a JPG or PDF for submission. Please read the creative brief and rules, and note that the submission deadline for entries is 11 January 2016. You may submit more than one entry.

2. Please submit the mascot design via eMail to [brian.agerbak@badmintoneurope.com](mailto:brian.agerbak@badmintoneurope.com). Submission of mascot designs must be JPG or PDF only, resolution 72 dpi, with picture dimensions (at least) 400 x 400 pixels and a file size no bigger than 2 MB.

The emailed file is for presentation only. The final mascot design may require minor modifications; please allow us 1–2 weeks for this process. The winner will be asked to provide a vector version of the mascot (open file).



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## 3. HOW DO WE PROCEED?

The top three designs will be determined by the following judging criteria:

- Overall Effectiveness: How well does the solution provide an answer to the design considerations? How well does it fit to badminton in Europe?
- Concept and Creativity: Is the mascot innovative and appropriate, and does it support the creative considerations?

- Pragmatics and Communication: Does the mascot function as intended? How successfully can the mascot design be put into practical use? Does the mascot communicate what BEC stands for?
- Aesthetics and Form: How visually engaging and successful is the mascot? Will the spectators at our events accept the mascot?

A jury by BEC will conduct the winner out of the three short-listed candidates.

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## PRIZES

The designer of the winning mascot design contest will receive 800 euro & weekend tickets for the 2016 European Championships including hotel from Friday-Sunday (Single Room).

The winning design will also be featured online at [www.badminton-europe.com](http://www.badminton-europe.com) and in the BEC online magazine.

## INFORMATION

No responsibility from our part for late entries or corrupted files. Incomplete entries or entries that do not comply with the above will be automatically disqualified. The person will be informed.

The ownership of all graphical elements will be transferred to Badminton Europe Confederation. BEC's mascot may be used in advertising or promotional materials.

Visit [www.badminton-europe.com](http://www.badminton-europe.com) for news and announcements on the BEC design competition.

