

# International Corrugated Packaging Foundation's National Competition for Logo Design

*Call for Student Entries  
From Graphic Art, Design, and Related Classes*



**International Corrugated Packaging Foundation**  
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## Introduction

Students and student teams from graphic art, design, and related classes are invited to enter the International Corrugated Packaging Foundation's (ICPF) logo design contest to create a new logo for the Foundation. Logos will be judged by a select panel of ICPF board members on the basis of style, cutting edge appeal, and adaptive use. The targeted audience for the new logo includes the higher education community, students, and the "green" corrugated industry ICPF represents.

Students must review the *Careers in Corrugated* section of ICPF's web site, [www.careersincorrugated.org](http://www.careersincorrugated.org), to gain an understanding of careers in the corrugated packaging industry including opportunities for graphic design students and ICPF's educational mission. All entries must include a brief three to seven paragraph evaluation providing design and other input on the *Careers in Corrugated* portion of ICPF's web site and its effectiveness in describing corrugated packaging career opportunities for graphic design and other students.

## Awards

Cash prizes will be awarded to the top five finishing students or student teams.

- **First-Place** - \$1,500 cash prize  
\$3,000 grant for the school. This award must be applied to incorporating corrugated packaging into graphic art, design or related curriculum.
- **Second-Place** - \$1,000 cash prize
- **Third-Place** - \$750 cash prize
- **Fourth-Place** - \$500 cash prize
- **Fifth-Place** - \$250 cash prize

ICPF will notify student winners and their advisor/professor after the judging has taken place. A written letter will be sent to the student winners, via the related classroom or directly to their local address, confirming their awards.

ICPF reserves the exclusive right to use all entries and all submitted materials.

## Submission Deadline and Important Notes

All entries must be postmarked by Friday, November 9, 2007. Entries cannot be returned to participants under any circumstances. Upon receipt they become the property of ICPF. Students submitting material should ensure that they have adequate reproductions and documentation prior to sending their work. The ICPF reserves the right to publish the logos and the names of the entrants without compensation.

## **About the International Corrugated Packaging Foundation and the ICPF National Logo Design Contest Competition**

The mission of the International Corrugated Packaging Foundation (ICPF) is to advance corrugated packaging curriculum and educate qualified students on the many career opportunities in the corrugated industry. ICPF is dedicated to the continued creation and building of partnerships within the education community, the granting of equipment and other resources to advance curriculum, the expansion of student internships within the industry, and reaching out to students and faculty to provide them information and avenues to the many corrugated career opportunities for business, accounting, engineering, packaging, graphic art, design, architecture and tech graduates.

ICPF's current logo is only its second in the organization's 22 year history. The logo is approaching its birthday of 10 years. Since one of ICPF's ongoing roles is to further educate the nation's top graphic art, graphic design and related students about the career opportunities in corrugated packaging, it is critical that the design of ICPF's materials, including its logo, reflect the same up to date, cutting edge image that the industry maintains in its packaging design and manufacturing. The national logo competition serves an additional purpose of introducing new students and re-introducing faculty to the corrugated industry as an exciting career option for upcoming graduates.

Founded in 1985, ICPF is financially supported by the corrugated industry, and cosponsored by the Association of Independent Corrugated Converters and the Fibre Box Association. During the past decade, ICPF has donated an estimated \$9 million in corrugated equipment (testing systems, presses, rotary die cutters, stackers, dryers, cad systems, sample tables and related equipment) and other resources to advance college and university curriculums to better prepare those students planning to enter the corrugated industry. This year, the distribution of ICPF's second annual call for proposals (for training and teaching asset awards) will be extended beyond current packaging science programs to include pertinent graphic art and design programs at colleges and universities throughout the country.

This summer, ICPF launched its new corrugated curricula. Access to the curricula through the ICPF website is available free to packaging, graphic art, design and flexography faculty and their students. The corrugated curricula provides a comprehensive overview of corrugated manufacturing, from a brief history to detailed production, design, performance specifications, testing processes, and corrugated's role as a cost-effective, high-performance, renewable, recyclable and sustainable packaging choice. ICPF also partnered this summer to create and conduct a national pilot course on corrugated packaging for high school students. Later this year, the pilot program will be made available nationally, through ICPF's website, for college faculty use in educational outreach to high schools and as a bridge for recruiting high school students into their related college programs.

ICPF conducts additional programs to advance student and faculty knowledge of the corrugated packaging industry, and the exciting career opportunities this \$25 billion-a-year industry offers. This year ICPF conducted its eighth annual International Satellite Briefing that was beamed live to students and faculty; its fourth annual *Chair Affair* student design competition where winning entries will be displayed this summer in the National Building Museum in Washington D. C.; and its sixth *Best of the Best* student run-off competition where student winners from an AICC competition are challenged to “show, tell, and sell” their winning corrugated designs to fellow students via satellite.

This past year, ICPF distributed thousands of its *Careers in Corrugated* DVD to colleges, universities, and corporate partners. The DVD presented video clips on careers in graphic art, design, architecture, structural design, packaging, engineering, sales, customer service, management, accounting, and production. These video clips are now available through ICPF’s new web site, [www.careersincorrugated.org](http://www.careersincorrugated.org), making this information accessible to a broader spectrum of students. The ICPF web site career portal additionally provides a listing of available internships and jobs in the industry for students and recent graduates. Since the career portal is regularly visited by industry recruiters, upcoming and recent graduates are encouraged to post their resumes there.

## Competition Objectives

### 1. Creation of the new ICPF logo.

Design a new logo for the International Corrugated Packaging Foundation (ICPF). The logo should reflect a cutting edge image for ICPF's outreach to students in advancing the career opportunities in the "green" industry it represents.

The logo must include the letters ICPF and the text "International Corrugated Packaging Foundation." A secondary version of the logo must be created that uses only the letters ICPF (the monogram).

ICPF reserves the exclusive rights to all submitted logos and submitted material which may be reproduced on any and all Foundation material including, but not limited to, company letterhead, press releases, and the annual report.

Your design may feature color but it is advised that the logo and its derivative versions be able to maintain their integrity and legibility when reversed, when used at extremely large/small sizes, and reduced to single-color usage.

### 2. a.) Introduction of corrugated packaging career opportunities to graphic design students and;

b.) Evaluation of the effectiveness of ICPF's web site in describing and promoting corrugated packaging opportunities for graphic design and other students.

Before designing the logo the student must review the Foundation's web site, [www.careersincorrugated.org](http://www.careersincorrugated.org) and read the *Careers in Corrugated* section. In order for the entry to be considered complete, the student must submit a three to seven paragraph evaluation that provides design and other input on the *Careers in Corrugated* portion of ICPF's web site and its effectiveness in describing and promoting corrugated packaging career opportunities for graphic design and other students.

## Project Checklist

The following are the required design items:

- Two versions of the logo must be created. One version must include the words “International Corrugated Packaging Foundation.” The other should only use ICPF.
- The logo must function in full-color and black and white.
- The logo must be scalable.
- The project board must include examples of all of the above and be laid out as specified under “Entry Submission Guidelines.”

For preparing the three to seven paragraph evaluation that must accompany the logo:

- Review the *Careers in Corrugated* portion of ICPF’s web site, [www.careersincorrugated.org](http://www.careersincorrugated.org).
- Provide design and other input on the *Careers in Corrugated* portion of ICPF’s web site and its effectiveness in describing corrugated career opportunities for graphic design and other students.

## Criteria for Judging

Entries will be judged in by a panel of selected corrugated packaging executives.

Logo entries will be judged on the basis of style, cutting edge appeal, adaptive use, and the statement the logo makes to the higher education community, students, and the “green” corrugated industry.

## Competition Entry Guidelines

Please review before entering the competition.

1. The ICPF Logo Competition is open to graphic design and other design students enrolled in a college, university, or technical school.
2. Student and student teams may submit as many entries into the competition as they desire; there are no limits.
3. Entries and entry forms must submitted to ICPF headquarters and be postmarked by Friday, November 9, 2007.

## Entry Submission Guidelines

For an entry to be eligible, the following must be completed in full and submitted to ICPF Headquarters postmarked by November 9, 2007. All entry materials will become the property of ICPF and will not be returned to the student. The number of ideas you may submit is not limited but EACH ONE must be submitted individually and formatted as prescribed below.

1. Use 11"w X 17"h output dry mounted to white 11"w X 17"h mat board.
2. Layout only ONE (1) logo and its derivative versions per board as follows:
  - full logo 2x3 color
  - full logo 2x3 b/w
  - full logo 2x3 b/w reversed
  - monogram 2x3 color
  - monogram 2x3 b/w
  - monogram 2x3 b/w reversed
  - full logo 1x1 b/w
  - full logo 1x1 b/w reversed
  - monogram 1x1 b/w
  - monogram 1x1 b/w reversed(This is a total of 10 images per board, see sample on page 9.)
3. EACH board MUST have a copy of the Student and School Information Form securely attached to the BACK OF THE BOARD. Do not print or attach ANY entry information to the front of the board. Any board submitted without the proper documentation secured to its back will be disqualified.
4. The three to seven paragraph evaluation on design and other input on the careers in corrugated section of ICPF's website should be printed on 8 ½ X 11 paper in a readable font (Times, Helvetica, Palatino, Optima, etc.) at no less than 12 point.
5. All submitted logos and their derivative versions MUST be provided as vector-based and/or rasterized, print-ready artwork on CD or DVD in the following formats: native art file, eps, psd @ 300dpi, psd @ 72dpi, tiff and jpg.

## Important Dates

**June 18, 2007** - Competition announcement and publication of the criteria  
**November 9, 2007** - Submission deadline  
**November 30, 2007** - First round judging completed  
**December 14, 2007** - Final round judging completed and announcements

## Student and School Information Form

Please complete in full and return with your entry.

Name: \_\_\_\_\_

Local (School) Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Permanent Address: \_\_\_\_\_

Phone: \_\_\_\_\_

What is your class year? Please check one of the following:

Freshman  Sophomore  Junior  Senior

What is your major?

### SCHOOL INFORMATION

Advisor/Professor Name: \_\_\_\_\_

Advisor/Professor email Address: \_\_\_\_\_

School: \_\_\_\_\_

Department: \_\_\_\_\_

School Address: \_\_\_\_\_

City: State/Province: \_\_\_\_\_

Zip Code/Country Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

**Student Information for Team Entries**  
(Please complete if competing as a team and return  
with the Student and School Information Form)

Complete this section only if your entry was designed by a team of students. A team leader / captain must be chosen to represent the team. Use the STUDENT INFORMATION form to provide information about the team leader / captain only and use this page to provide information about the remaining team members.

Student Name #2: \_\_\_\_\_

Email Address: \_\_\_\_\_

Local (School) Address: \_\_\_\_\_

Permanent Address: \_\_\_\_\_

Phone: \_\_\_\_\_

What is your class year? Please check one of the following:

Freshman  Sophomore  Junior  Senior

What is your major?

Student Name #3: \_\_\_\_\_

Email Address: \_\_\_\_\_

Local (School) Address: \_\_\_\_\_

Local (School) Phone: \_\_\_\_\_

Permanent Address: \_\_\_\_\_

Phone: \_\_\_\_\_

What is your class year? Please check one of the following:

Freshman  Sophomore  Junior  Senior

What is your major?

Student Name #4: \_\_\_\_\_

Local (School) Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Permanent Address: \_\_\_\_\_

Phone: \_\_\_\_\_

What is your class year? Please check one of the following:

Freshman  Sophomore  Junior  Senior

What is your major?



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# Sample of 11x17 Layout



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