

Entry Guidelines for the Tsukuba City 40th Anniversary Commemorative Logo Design

1. About the Project

Tsukuba City was established on November 30, 1987, through the merger of four municipalities: Oho Town, Toyosato Town, Yatabe Town, and Sakura Village. On November 30, 2027, the City will celebrate the 40th anniversary of its incorporation.

To celebrate this milestone, Tsukuba City will host a variety of commemorative events and initiatives throughout fiscal year 2027 (from April 1, 2027 to March 31, 2028).

Objectives of the commemorative events and initiatives are:

- To bring together everyone who feels connected to Tsukuba City to celebrate the community, strengthen their sense of pride and belonging, and look ahead to the City's future.
- To celebrate and share the attractions of Tsukuba with people both within and beyond the City.

To help bring these objectives to life, Tsukuba City is inviting logo designs that will serve as the symbol of its 40th anniversary celebrations.

2. Eligibility

You are eligible to apply if you live, work, or study in Tsukuba City. We also welcome applications from anyone who feels connected to or has an interest in the City, even if they have never lived in or visited Tsukuba City.

- You must apply as an individual and submit your entry from within Japan.
- If you are under 18 years of age, you must obtain the consent of a parent or legal guardian before submitting your entry.

3. Entry Period

Saturday, August 1, 2026 – Friday, October 2, 2026

Note: If you submit your entry by post, it must be postmarked by October 2, 2026.

4. How to Enter

You may submit your entry using either of the following methods:

(1) Online Application Form (Available on the Ibaraki Denshi Shinsei Todokede Services)

Access the application form through the link provided on the Tsukuba City website. Complete the required information and upload your design file.

(2) Submission by Post or In Person

Download the application form from the City website, complete the required information, and place your design within the designated area on the form. Please submit the completed form by post or in person to:
Planning and Management Division, Tsukuba City Hall

Address: 1-1-1 Kenkyugakuen, Tsukuba, Ibaraki 305-8555, Japan

Tel: 029-883-1111 Office Hours: 8:45 a.m. – 4:30 p.m. (Weekdays)

For mailed entries, please write "40th Anniversary Commemorative Logo Design Entry" on the envelope.

5. Entry Requirements

(1) Submission Format

- Entries may be submitted as either hand-drawn or digital designs.
- Hand-drawn entries must fit within the designated area on the application form.
- Digital entries must be submitted in JPEG (JPG), PNG, or PDF format.
- Entries created wholly or partially using generative AI tools are not permitted.

(2) Design Requirements

The design must:

- Reflect the identity, character, and distinctive features of Tsukuba City, including its nature, history, culture, scenery, and future vision.
- Be appealing and accessible to people of all ages.
- Clearly incorporate the number 40 so that it is easily recognizable and clearly conveys Tsukuba City's 40th anniversary.
- Be created in color and remain effective when reproduced in a single color or black and white, and when enlarged or reduced. Gradients and blur effects are not permitted.

Examples of possible applications include:

Banners (approximately 1000 mm × 1000 mm) and business cards (approximately 20 mm × 20 mm)

- Any text used in the design must use either a font created by the applicant or a font that is properly licensed for commercial use and logo design.
- Be original and unpublished works created by the applicant that do not infringe upon any third party's copyright, trademark, or other intellectual property rights.

(3) Number of Entries

Each applicant may submit one entry only.

6. Selection Process

The Mayor, Deputy Mayor, Superintendent of Education, and other designated members will review and evaluate all entries. Approximately five entries will be shortlisted and presented for public online voting. Based on the voting results, the Grand Prize (1winner) and Excellence Awards (2winners) will be selected.

7. Announcement of Results

The winners of the Grand Prize and Excellence Awards will be notified directly. The results will also be announced through Tsukuba City's official website, newsletter, and other communication channels. Unsuccessful applicants will not be individually notified.

8. Awards

(1) Awards: Grand Prize (1 winner): A certificate of recognition and a commemorative prize

Excellence Awards (2 winners): A certificate of recognition and a commemorative prize

(2) Award Ceremony: The ceremony will be held at Tsukuba City Hall in December 2026.

9. Use of the Grand Prize-winning Design

The Grand Prize-winning design will be used in materials and communications related to Tsukuba City's 40th anniversary, including printed materials, the City website, social media, and other communications. It may also be used by organizations and businesses whose projects have been officially recognized as part of the 40th anniversary celebrations.

10. Important Notes

(1) Copyright

- The creator of the Grand Prize-winning Design shall transfer all copyrights and other intellectual property rights related to the design to Tsukuba City without compensation. The creator shall not exercise any moral rights in relation to the design against Tsukuba City or any third party authorized by the City. All rights in the design shall belong to Tsukuba City.
- Copyright in non-winning entries shall remain with the respective applicants. However, Tsukuba City reserves the right to publish and use submitted entries for publicity, reporting, and related purposes.
- If a third party makes a claim, such as demanding damages for rights infringement, regarding an entry, the applicant is responsible for resolving the issue at their own expense. Tsukuba City is not responsible for any such claims.

(2) Personal Data

- Personal information collected through the application process will be used solely for purposes related to this competition.
- However, the names and other relevant information of award recipients may be published together with their entries in City's official newsletters, website, and other communication channels. Such information may also be shared with relevant parties, including media organizations.

(3) Other Conditions

- Tsukuba City may, after consultation with the creator, make adjustments to the design, colors, or other elements of the Winning Design if necessary.
- If a hand-drawn design is selected as the Winning Design, it may be converted into a digital format in consultation with the creator.
- The City will not respond to inquiries regarding the selection process, evaluation criteria, or reasons for the results.
- Applicants are responsible for all costs associated with creating and submitting an entry.
- Submitted entries will not be returned.
- Tsukuba City assumes no responsibility for submissions that are lost, delayed, damaged, or inaccessible due to postal issues, technical problems, natural disasters, or other circumstances beyond its control.
- If it is later found that the Winning Design may infringe the rights of a third party, the award may be revoked even after the results have been announced.
- Applicants under 18 years of age must have the consent of their parent or legal guardian.
- By submitting an entry, applicants agree to all terms and conditions set forth in these Guidelines.

11. Contact Information

Planning and Management Division

Policy Innovation Department, Tsukuba City Hall

1-1-1 Kenkyugakuen, Tsukuba, Ibaraki 305-8555, Japan

Tel: 029-883-1111 E-mail: pln121@city.tsukuba.lg.jp