

# **INTERNATIONAL SEAWEED ASSOCIATION**

## **CONTEST FOR A NEW LOGO FOR THE ASSOCIATION**

### **RULES**

1) The contest objective is the creation of a logo for the visual identification of the International Seaweed Association (ISA).

The ISA is an international organization dedicated to the encouragement of research and development of seaweed and seaweed products. The mission of the ISA is to promote applied phycology on a global basis, and to stimulate interactions among researchers and industrialists in all relevant institutions and industries in all countries. Within this mission, the objectives of the ISA are primarily directed towards seaweeds, but also include other algae including cyanobacteria, as well as algal constituents. Included are studies on basic biology and chemistry of utilized or potentially utilizable algae; algal biotechnologies; responsible resource management and conservation programs; improved harvesting, cultivation, and processing of algae; and utilization of algal products and their derivatives.

2) This call is open to anyone who wishes to participate (no need to have attended the last International Seaweed Symposium (ISS) in Ensenada, Mexico, in February 2010 and, hence be a member of the ISA).

3) Proposals will be accepted until Friday, March 2, 2012.

4) Each person is allowed to enter up to two logo design proposals.

5) The design of the logo must include the acronym "ISA" and a figurative representation of at least one brown seaweed, one red seaweed and one green seaweed, hopefully of commercial interest.

6) The designer must have in mind the fact that the logo may be used with different electronic media, different types of reproduction systems and at different scales. An easily reproducible design, without extreme minutia, is, therefore, strongly recommended.

7) The design proposal must be submitted in its final representation (no sketch accepted). The design should contain a maximum of three ink colours, without degradation, relief or shadow effects.

8) The proposal should contain:

- An original version fitting on a letter-size white board (11 x 8.5 inches or 28 x 22 cm),
- A version reduced to 10 %.
- A high quality digital version compatible with PC systems and in a GIF and a print ready PDF formats.
- A conceptual description and rationale for the logo (limited to one page).

9) Each proponent will be responsible to ensure that no violation of copyrighted material is incurred. Plagiarism, intentional or not, will be disqualified from the contest.

10) Any proposal not respecting the above rules will be rejected at the discretion of the ISA Logo Committee.

11) Each proposal should be sent to the Chair of the ISA Logo Committee:

Dr. Thierry Chopin  
Canadian Integrated Multi-Trophic Aquaculture Network  
University of New Brunswick  
P.O. Box 5050  
Saint John, N. B., E2L 4L5 Canada  
Email: [tchopin@unbsj.ca](mailto:tchopin@unbsj.ca)

12) The membership of the ISA Logo Committee reflects an impressive experience and knowledge of seaweed research, development and commercialization around the world, both at the academic and industrial levels, and of scientific arts. Its composition is as followed:

Dr. Thierry Chopin (Chair), University of New Brunswick, Canada  
Dr. Pete Bixler, Ingredient Solutions, USA  
Dr. Eurico Cabral de Oliveira, Universidade de São Paulo, Brazil  
Dr. Michael Guiry, National University of Ireland Galway, Ireland  
Dr. Iain Neish, Seaplant.net Foundation, Indonesia  
Dr. Tierney Thys, Science Media Producer, National Geographic Emerging Explorer, USA

13) The winner of the contest will be selected by the ISA Logo Committee. The decision of the Committee will be final. If deemed appropriate, the Committee could forfeit the contest in case it judges no proposal entry as satisfactory.

14) The winner of the contest will have her/his registration fees to the next ISS in Bali, in April 2013, waived as the Prize for this contest.

15) The winner of the contest will have to provide the logo in the TIFF/PSD and EPS/AI formats. The logo will become the property of the ISA, which will be free to use it to support any of its activities.

16) The results of the contest will be announced in the spring of 2012. Proposal materials will not be returned to their authors.