

CASE STUDY FOR COMPETITIONS



International Visual Identity Awards 2016

Category: [Graphic Design](#)

Deadline: August 1, 2016

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Contest's Website: <http://www.graphiccompetitions.com/jump.php?contest=international-visual-identity-awards-2016>

The **International Visual Identity Awards** are the first independent international design competition dedicated solely to visual identity. Their mission is to formally recognize and celebrate the world's best visual identity design.

Entries are judged in 20 categories, with a winner and two runners-up in each. One overall winner across all categories wins the prestigious title of *International Visual Identity of the Year*.

The twenty categories are:

- **Media and publishing**
- **Transport and automotive**
- **Healthcare**
- **Financial services**

- **Food and drink**
- **Hospitality, travel and leisure**
- **Retail**
- **Charity and non-profit**
- **Professional services**
- **Fashion**
- **Manufacturing**
- **Destination**
- **Sport**
- **Entertainment**
- **Technology**
- **Telecommunications**
- **Energy/Utilities**
- **Consumer products**
- **Public sector**
- **Student**

Entries must include not just a logo but also examples of its application across different items as part of a brand's visual identity system.

Concept or speculative work is not accepted, with the exception of the *Student* category. Student entries are only valid if the entrant is registered as a full-time student in a recognised educational institution.

Early bird entry closes on *May 1, 2016*. The final deadline is *August 1, 2016*.

Eligibility

The competition is open to all companies, agencies, freelance designers and students in full-time education from all around the world.

Eligible entries must have been launched between *January 1, 2015* and the closing date of *August 1, 2016*.

Prize

All winners and runners-up will receive a certificate and **Visual Identity Awards** badge to display on their marketing materials.

Moreover, a press release will be circulated to all the major marketing and design media worldwide and winners will appear on the IVIA website. Winners will be announced by the end of *2016*.