

# IAUD International Design Award 2025

## Period of use for the IAUD International Design Award mark

The period of use for the “IAUD International Design Awards 2025” mark is for one year starting from the commencement date of use stated in the letter of approval issued by the organizer. An award winner who wishes to continue use of the mark beyond the agreed period must reapply for its use. The award winner may make a blanket application for use of the mark for four years.

## Conditions and provisions for gratuitous use of the mark

· An award winner that comes under any of the following may use the mark free of charge:

Government organizations including national and municipal agencies, schools, medical corporations, religious corporations, foundations, incorporated associations, public organizations and groups including NPOs approved or authorized by the national or local governments.

This does not apply to a corporate business established through joint investment of a government organization and a private sector business operator (third sector).

· Those award winners of the Special Category, “Student Design Challenge” may use the mark for free.

• Use of the mark by the award winner is free of charge from the 10th year of winning the award.

• Period of Free Use of the Mark.

All award winners shall be able to use the mark for free during PR period for 1 month after the official announcement of the award winners.

## Discounts in mark usage fees

• A 50% discount in the mark usage fee applies when an award winner is an individual or small to midsize company.

• A 25% discount in the mark usage fee applies when an award winner makes a blanket application for use of the mark for four years during the year the award is received.

• A 50% discount in the mark usage fee applies to an award winner from the 5th year of winning the award.

## Mark Usage Fees

The regulation on mark usage fees is applied only to the award subjects since 2014. Therefore, mark usage fees are not applied to the award subjects from 2010 to 2013.

Sale Price (Award subject is a product)	Total Costs (Award subject is other than a product)	Fee (Annual)
Less than 500,000 yen	Less than 500 million yen	220,000 yen (tax included)
500,000 yen or over, but less than 5 million yen	500 million yen or over, but less than 5 billion yen	550,000 yen (tax included)
5 million yen or over	5 billion yen or over	1,100,000 yen (tax included)

When the award subject is a product (or part thereof), application of the above categories is based on the sales price (or market price in the case of an open price) stated in the application sheet in principle. Note that in cases where there is a range in sales prices, an average price will apply. If the award subject is other than a product, the total costs will apply in principle. The mark usage fee for those award winners of Special Category “Imaging the Future” 220,000 yen including tax per year. The usual conditions and measures will apply to gratuitous use of the mark and discounts in mark usage fees.

\*Bank transfer fee is not included in this amount. Please burden this and other fees related to remittance at your expense.

\*Please take note that the mark usage fee once paid will not be cancelled or refunded.

# IAUD International Design Award 2025

The IAUD Selection Committee will present IAUD International Design Awards to those entries deemed to fulfill certain standards in universal design. Entries that receive an UD award (for architecture, products, services, etc.) will be granted use of the IAUD International Design Award mark, which is beneficial in familiarizing people with universal design and promoting its ideals.

To ensure correct recognition of the IAUD International Design Award mark, we have listed the following conditions which we would like you to adhere to when using the mark. We ask that you confirm each of these.

## IAUD International Design Award 2025 Mark

You may use the attached data as the official mark. Please contact the Secretariat if standards set out below does not apply or if you would like to clarify any matters of doubt concerning use of the mark.

We do not recommend use of any form of the mark other than the attached png. or ai. However, should you have any particular request, please feel free to contact the Secretariat.

## Surrounding Margin

To avoid losing visibility due to other elements, we have created a margin.



ex) IAUD International Design Award 2025 Gold Award mark

## Minimum Size

To maintain visibility, use of any mark smaller than the size shown below is prohibited.



ex) IAUD International Design Award 2025 Gold Award mark

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## Color

If you intend to use the mark in color, we recommend that you use a white background. If you wish to use gold tooling in the mark, we already have data for gold tooling, so please contact the Secretariat. If at the same time you wish to use the mark in color, we recommend a white background. When using the mark on a colored background that could significantly compromise the contours of the mark, please be sure to use a white background for the mark to maintain the visibility of the mark details.

## Prohibition of use

- Alteration of the mark
- Modifying and mixing in colors of the mark
- Use of a font other than the font used in the mark
- Use of the mark as an outline (open face)
- Modifying the ratio
- Modifying the position to a position other than the specified position
- Combination with other elements
- Use in the background in which the visibility of the logo becomes lower

## <Frequently Asked Questions>

Question1: Can the mark be used in black and white instead of colour?

Answer: Yes. You can use it in black and white.

Question2: If we post a mark on a social networking site, do we have to delete that post after the free use period?

Answer: For social networking sites, you do not have to withdraw your post, but for those on websites, you will need to apply and pay the fee if the free use period expires,

Question3: If we use the mark on printed material and want to continue distributing it after the free use period, do we need to apply and pay?

Answer: Yes. If you wish to distribute the material with the mark after the period of free use of the mark, you will need to apply and will have to pay the fee.

Please address any requests concerning the use of the mark to the Secretariat at the address below.

Secretariat

International Association for Universal Design

Mail: [info@iaud.net](mailto:info@iaud.net)