

IAUD International Design Award 2020

Period of use for the IAUD International Design Award mark

The period of use for the “IAUD International Design Awards 2020” mark is 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).

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

•Gratuitous use of the mark during the award winning PR period:

Award winners in the current year may use the mark free of charge for a period of one month only from the day of the 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.

•A 50% concession in the mark usage fee applies to a company which applies for use of the mark for an award subject relating to disaster recovery, disaster readiness or disaster mitigation and which has a business office in one of the four prefectures of the Tohoku area (Aomori, Iwate, Miyagi, and Fukushima).

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	200,000 yen (tax not included)
500,000 yen or over, but less than 5 million yen	5 million yen or over, but less than 500 million yen	500,000 yen (tax not included)
5 million yen or over	500 million yen or over	1,000,000 yen (tax not 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 assessment information 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.

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

IAUD International Design Award 2020

We are seeking innovative UD activities and proposals for achieving a sustainable, harmonious society through the promotion of new and improved concepts in town development, products, and systems. 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. Award winners will also be eligible for the Grand Award, which is presented to the most outstanding award recipient. In addition, this year we intend to present a Gold Award, Silver Award and Bronze Award for each category. After receiving the awards, the recipients will be granted a free license to use each of the Award marks during one month promotion period.

After the promotion period, the recipients could utilize them for public relations continuously with payment of the prescribed royalty. (Please note, however, that when no entry is deemed appropriate, these awards are not presented.)

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 2020 Mark

You may use the attached data as the official mark. Prior to sending copy including layout, etc. to be published, we ask that you first contact the Secretariat to avoid use that does not comply with standards set out below or 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 2020 Gold Award mark

Minimum Size

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

10mm



ex) IAUD International Design Award 2020 Gold Award mark

IAUD International Design Award 2020

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

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

Secretariat

International Association for Universal Design

2-13-18-110, Shin-ishikawa, Aoba-ku,

Yokohama 225-0003 Japan

Tel. +81 (0)45 901-8420

Mail: info@iaud.net