

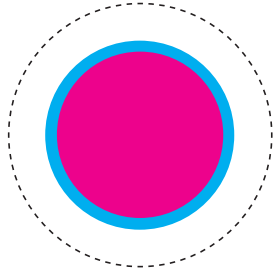
CALL FOR ENTRIES

13th annual Stereohype Button Badge Design Competition (2017)

#STBDC

Artwork guidelines, prizes, etc

No entry fee!



Deadline: September 17th, 2017, 11.59pm/23:59 (in your time zone)

Following the success of over a decade of our design competitions and last year's record-breaking amount of submissions we are now pleased to announce the 13th annual one inch (25mm) Stereohype Button Badge Design Competition. We look forward to receiving your submissions. Please note that we will unfortunately not be able to send individual submission receipts. There will be an auto-reply however that is only being sent when your submission actually arrives in our submission inbox. You will be notified during and after judging period (shortly after the deadline). There are a few competition rule and guideline updates this year so please read everything (including our more detailed instructions and artwork guidelines PDF).

There are two categories you can win in: 'Single' badge entries and 'Sets of four'. Sets will automatically also be added to the single entries category. Although we love 'Sets of four' – please bear in mind, that we are aiming to give quite a lot of them away one at a time (although sets will be made available in a special packaging). Please email one to (A MAXIMUM OF) four different badge designs per participant to submit@stereohype.com and refer to the instructions, file specifications and links to the .PSD templates on page 5 of this artwork guide (and in 'Downloads' section of flat33.com). Submitting more than four designs would be unfair to those who follow the competition rules. Submission of more than four designs by person will therefore result in disqualification.

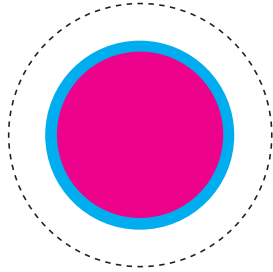
ELIGIBLE are entries by designers, artists, photographers, illustrators and by students in any of these areas – including runners-up from previous competitions. Participants must however be 18+ years old.

NOT ELIGIBLE however are contributors to our *B.I.O. (by invitation only)*, *MICA*, *AFOMFS*, *10x10 Series*, *Emoji Series* and former competition winners who are now more than welcome to become part of the judging panel that will – as always – consist of design journalists, professionals and previous winners.

Your artwork(s) will have to be created by yourself and should obviously not infringe any copyrights! Winners will give Stereohype automatically a NON-exclusive licence to reproduce the winning artwork(s) on badges and Stereohype-badge-related promotional materials such as postcards, catalogues, etc. By submitting your artwork(s) you agree on these terms and conditions. A shortlist will also be featured at stereohype.com crediting the artists and designers.

Please do have a look at the 270 winning badge designs of previous competitions and the rest of the 1,244 existing designs that are already included in our collection and avoid nipple designs, button buttons, popsicles with face, and back of badge artworks. Been there, done that, and already included those to our Stereohype collection... 8) We do not tolerate religiously offending, racist, sexist or sexually explicit visuals, nor do we accept imagery that plays down the danger of weapons.

(continuous on – as if by magic – on next page)



We will give winning artworks away as a free surprise badge with purchased Stereohype T-shirts or sell them separately via stereohype.com and our growing list of selected stockists. Your badge design(s) might also be reprinted for promotional purposes featuring photos of your badge. Designers, artists and illustrators will – wherever possible – be appropriately credited.

Please also consider this new aspect of Stereohype's growing collection: Stereohype recently launched a new edition of Fine Art Giclée Prints as part of a series called *Button Badge Motif Prints* featuring selected button badge motifs from our collection. Winners might therefore be offered to become part of the print series at some point which does involve royalties for each sold Button Badge Motif Print. Please keep this size consideration in mind when preparing your high resolution files. Winners are NOT automatically part of the print series, too. The print series involvement requires a personal invitation from Stereohype that might follow at some point in the future as we slowly add print motifs from our huge badge collection... This is explained in more detail in our submission guidelines PDF.

We can't wait to see your design(s).
GOOD LUCK!

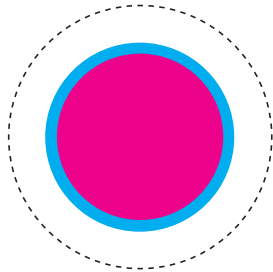
*:) Agathe and Tomi 8)

The Judging Panel

A selection of 15–30 former competition winners, button badge-loving journalists, writers, illustrators, artists and graphic designers from around the world – many of them are *AFOMFS*, *MICA Series*, *10x10*, *Emoji Series* and/or *B.I.O. (By Invitation Only) Button Badge Series* contributors:

Confirmed judges: (Please check our website for updates)
<https://www.stereohype.com/content/10-competitions>

Agathe Jacquillat, FL@33 and Stereohype
B.I.O. 1–15 and *10x10*,
flat33.com, bzzzpeek.com, 3d-type.com
Tom Vollauchek, FL@33 and Stereohype
B.I.O. 1–15 and *Emoji Series*,
flat33.com, bzzzpeek.com, 3d-type.com
...



Prizes

(applies to both categories: 'Single Badge' and 'Set of four')

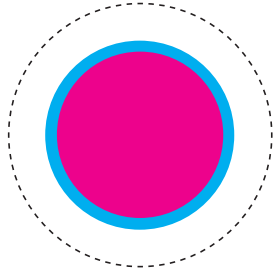
1st Prize

- your personal mini profile/bio (with URL to your website) on stereohype.com with short descriptive text about your artwork(s)
- a total of 10x 1" (25mm) badges per person for single entries OR a total of 20 for 'Sets of four' (for example: 5x 'Sets of four' or 20 individual designs) with either your own design(s) or your selection of badges by other designers
- two T-shirts of your choice (subject to availability)
- two anniversary books *Stereohype 2004-2014*
- one *Design & Designer* book of your choice (subject to availability)
- one signed *Design & Designer 033 - FL@33* book
- one signed *The 3D Type Book* book by FL@33
- one signed *Made & Sold* book by FL@33
- one signed *Postcard* book by FL@33
- VIP contributor account
- with permanent 10% Stereohype discount
- VIP option to buy wholesale (usually reserved for stockists only)
- 25% off all orders placed before 31 December 2017!

2nd Prize

- your personal mini profile/bio (with URL to your website) on stereohype.com with short descriptive text about your artwork(s)
- a total of 10x 1" (25mm) badges per person for single entries OR a total of 20 for 'Sets of four'
- two T-shirts of your choice (subject to availability)
- one anniversary book *Stereohype 2004-2014*
- one signed *Design & Designer 033 - FL@33* book
- one signed *The 3D Type Book* book by FL@33
- one signed *Postcard* book by FL@33
- VIP contributor account
- with permanent 10% Stereohype discount
- VIP option to buy wholesale (usually reserved for stockists only)
- 25% off all orders placed before 31 December 2017!

(more prizes – on next page)



Prizes

(applies to both categories: 'Single Badge' and 'Set of four')

3rd Prize

- your personal mini profile/bio (with URL to your website) on stereohype.com with short descriptive text about your artwork(s)
- a total of 10x 1" (25mm) badges per person for single entries OR a total of 20 for 'Sets of four'
- one T-shirt of your choice (subject to availability)
- one anniversary book *Stereohype 2004-2014*
- 1x signed Postcard book by FL@33
- VIP contributor account
- with permanent 10% Stereohype discount
- VIP option to buy wholesale (usually reserved for stockists only)
- 25% off all orders placed before 31 December 2017!

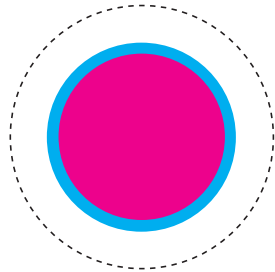
4th Prize / 5th Prize

- your personal mini profile/bio (with URL to your website) on stereohype.com with short descriptive text about your artwork(s)
- a total of 10x 1" (25mm) badges per person for single entries OR a total of 20 for 'Sets of four'
- one anniversary book *Stereohype 2004-2014*
- one *Design & Designer* book of your choice (subject to availability)
- VIP contributor account
- with permanent 10% Stereohype discount
- VIP option to buy wholesale (usually reserved for stockists only)
- 20% off all orders placed before 31 December 2017!

Special Stereohype Prize

- your personal mini profile/bio (with URL to your website) on stereohype.com with short descriptive text about your artwork(s)
- a total of 10x 1" (25mm) badges per person for single entries OR a total of 20 for 'Sets of four'
- one anniversary book *Stereohype 2004-2014*
- VIP contributor account
- with permanent 10% Stereohype discount
- VIP option to buy wholesale (usually reserved for stockists only)
- 20% off all orders placed before 31 December 2017!

Please find the one inch (25mm) artwork guide and instructions on the following page.



Artwork guide

The magenta circle (22mm) shows recommended image area. The cyan circle (25mm) the actual badge size you should work in. Coloured circles are there for guidance only and must NOT be included in your artwork. The black circle (35mm) is the cutting guide and MUST be shown on all artwork. Background colours should extend to cutting circle.

Please send your artwork(s) WITH a short bio AND artwork description (altogether approximately 50–250 words, please avoid client lists) via email to SUBMIT@STEREOHYPE.COM

PLEASE NOTE: NEW File Specifications:

We now only accept layered Photoshop .PSD files!

all colour designs in CMYK

YourName_number_300dpi.psd

(HI-RES PSD, CMYK, 300dpi)

ONE .PSD FILE PER ARTWORK!

Please download .PSD template in the

'downloads / templates' section of [flat33.com](http://www.flat33.com):

http://www.flat33.com/index.php?page_id=128

OR

all black/greyscale designs in B/W or GREYSCALE

YourName_number_900dpi.psd

(HI-RES PSD, Greyscale, 900dpi)

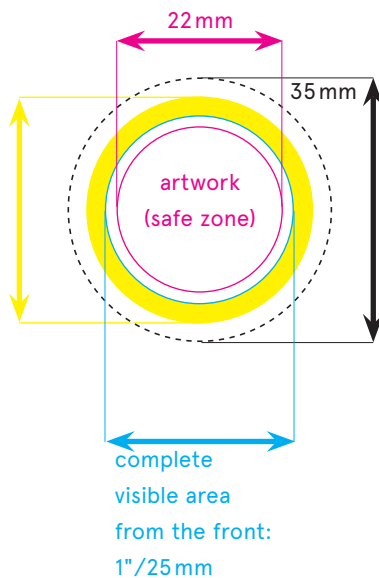
ONE .PSD FILE PER ARTWORK!

Please download .PSD template in the

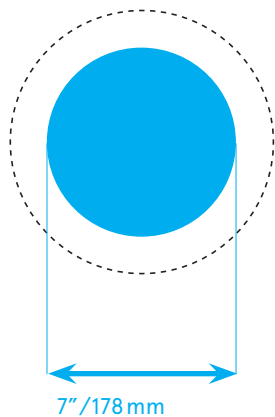
'downloads / templates' section of [flat33.com](http://www.flat33.com):

http://www.flat33.com/index.php?page_id=128

4–6mm are visible along the edges and the back (you might want to keep this in mind for the bleed)



Please do **NOT** **SUBMIT** but save and safely archive a seven inch version of your artwork in case you win and you would then also potentially be invited to become part of Stereohype's Button Badge Motif Print series.



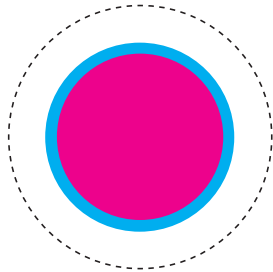
EXTRA CONSIDERATION THIS YEAR – PLEASE ALSO NOTE: BUTTON BADGE MOTIF PRINT SERIES

Please also save a seven inch (178mm) high resolution file version of your artwork submissions if possible. **Please do NOT submit this large file however – just the 1"/25mm button badge template.** Newly launched print edition Button Badge Motif Prints will result in many button badge motifs from Stereohype's growing button badge collection to be printed as circular 7" on beautifully textured 310gsm Hahnemühle paper (portrait, 8x10" / 203x254mm). This does NOT happen automatically and will also NOT happen without prior permission from the creators. Stereohype contributors will be contacted personally and asked for permission to use badge designs from our collection also for this new print series. Royalties will be paid to the creators for each sold print. For this to happen please do therefore keep in mind that **IN ADDITION** to your badge motif file for the 1"/25mm badge you should also make sure to save and safely archive a 7" (178mm) **RGB** high resolution file – so you have it when competition winners are receiving the print series invitation... There is a Button Badge Motif Print template you might want to download for this.

http://www.flat33.com/index.php?page_id=128

Print series info:

http://www.flat33.com/index.php?page_id=933



About Stereohype

Agathe Jacquillat and Tomi Vollauchek of multi-disciplinary design studio FL@33 founded Stereohype in October 2004 – not just as an experimental playground for the London-based creative duo, but as an international platform for both emerging and established talents alike.

Stereohype's popular product range includes printed T-shirts and an ever-growing button badge collection that consists of winning designs entered to the label's annual button badge design competition, now in its 13th year, plus badges created specially for Stereohype's By Invitation Only (B.I.O.) Button Badge Series. Various other badge design projects are also added to the range occasionally. Stereohype also offers books, prints, exclusively commissioned artworks, limited editions and rare products – a mix of hand-picked goodies by designers and artists from around the world. The focus is on fresh, innovative and inspirational works. Stereohype products are available worldwide via stereohype.com, the T-shirt and button badge label's online boutique, and carefully selected, international stockists.

In 2014 Stereohype celebrated its 10th anniversary with a large retrospective exhibition as part of London Design Festival and hosted by London College Of Communication (LCC), University of the Arts. The popular show was extended and ran for a whopping 8 weeks. It was aptly titled Stereohype 2004–2014 and so was the FL@33-designed anniversary book published at this occasion. It featured specially commissioned posters and button badges, various Stereohype projects and the entire button badge collection that reached the magical number of 1,000 individual designs at this occasion created by over 300 contributors. All badges, the exhibition catalogue and posters (10x10 Series) are available at stereohype.com.