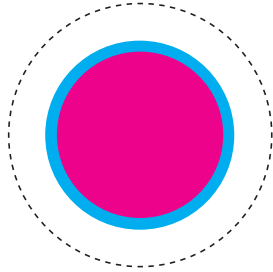


## CALL FOR ENTRIES

### 18th annual Stereohype Button Badge Design Competition (2022)

#STBBDc

Artwork guidelines, prizes, etc. No entry fee (of course)!



**EXTENDED deadline: September, 22nd (9th), 2022, 11.59pm/23:59 (in your time zone)**

Following the success of over 17 years of our design competitions and recent record-breaking amounts of submissions, we are now pleased to announce the 18th 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). As every year there are a few tweaked competition rules, guideline updates and clarifications again, so please read everything (including our more detailed instructions and artwork guidelines PDF).

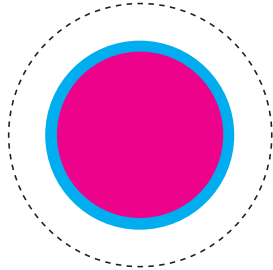
There are two categories you can win in: 'Single' badge entries and 'Sets of four'. Sets will automatically also be added to the single entries category. Although we love 'Sets of four' – please bear in mind, that we are aiming to give quite a lot of them away one at a time (although sets will be made available in a special packaging). Please email one to a total (MAXIMUM OF) FOUR different badge designs per participant to [submit@stereohype.com](mailto: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. Please provide all required information in English.

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 by the deadline. All submissions must be submitted in English with your FULL name (please avoid Cyrillic and Asian letters whenever possible).

NOT ELIGIBLE however are contributors to our *B.I.O. (By Invitation Only)*, *MICA*, *AFOMFS*, *10x10 Series*, *Emoji Series*, *Squirrel 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 original artworks should obviously not infringe any copyrights (no stock footage allowed)! 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 to these terms and conditions. A shortlist will also be featured at [stereohype.com](http://stereohype.com) crediting the artists and designers.

Please do have a look at the 420 winning badge designs of previous competitions and the rest of the 1,700+ 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.



We will give winning artworks away as a free surprise badge with purchased Stereohype products or sell them separately via [stereohype.com](http://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, illustrators and photographers will – wherever possible – be appropriately credited.

#### **UKRAINE UPDATE /// BELARUS, RUSSIA AND UKRAINE**

Due to the current situation in Ukraine, all inbound shipments to Belarus, Russia, and Ukraine have been temporarily suspended. We are currently unable to send shipments to these countries.

#### **IMPORTANT /// BUTTON BADGE MOTIF PRINT INFO**

Please also consider this more recent aspect of Stereohype's growing collection:

Not so long ago Stereohype launched a new edition of 8x10" Fine Art Giclée Prints as part of a series called *Button Badge Motif Prints* that feature 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 a bit later in this submission guidelines PDF.

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

\*:) Agathe and Tomi 8)

#### **The Judging Panel**

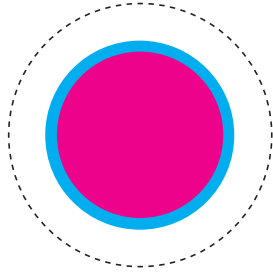
A selection of 15–25 former competition winners, button badge-loving journalists, writers, illustrators, artists and graphic designers from around the world – many of them are *AFOMFS*, *MICA Series*, *10x10*, *Emoji Series* and/or *B.I.O. (By Invitation Only)* *Button Badge Series* contributors:

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

**Agathe Jacquillat**, FL@33 and Stereohype  
*B.I.O. 1–21*, *10x10* and *Squirrel Series*  
[flat33.com](http://flat33.com)

**Tomi Vollauschek**, FL@33 and Stereohype  
*B.I.O. 1–21*, *Emoji Series* and *Squirrel Series*  
[flat33.com](http://flat33.com)

...



## Prizes

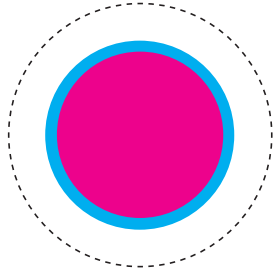
(applies to both categories: 'Single Badge' and 'Set of four')

### 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 4' (for example: 5x 'Sets of 4' or 20 individual designs) with either your own design(s) or your selection of badges by other designers
- 2x Button Badge Motif Print of your choice
- 1x signed Trans-form magazine by FL@33
- 1x signed The 3D Type Book by FL@33
- 1x signed Postcard book by FL@33
- 1x Button Badge Gift Box of your choice (3-7 badges)
- 2x anniversary books Stereohype 2004-2014
- 1x Design & Designer book of your choice (subject to availability)
- 1x signed Design & Designer 033 - FL@33 book
- 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 2022!

### 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 4' / 'Gift Boxes containing 4 badges' or 20 individual designs) with either your own design(s) or your selection of badges by other designers
- 1x Button Badge Motif Print of your choice
- 1x signed The 3D Type Book by FL@33
- 1x signed Postcard book by FL@33
- 1x anniversary book Stereohype 2004-2014
- 1x Design & Designer book of your choice (subject to availability)
- 1x signed Design & Designer 033 - FL@33 book
- 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 2022!



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

## Prizes

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

### 3rd Prize

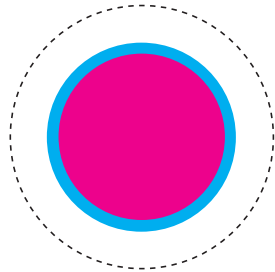
- your personal mini profile/bio (with URL to your website) on stereohype.com with short descriptive text about your artwork(s)
- a total of 10x 1" (25mm) badges per person for single entries OR a total of 20 for 'Sets of 4' (for example: 5x 'Sets of 4' / 'Gift Boxes containing 4 badges' or 20 individual designs) with either your own design(s) or your selection of badges by other designers
- 1x signed Postcard book by FL@33
- 1x Button Badge Motif Print of your choice
- 1x anniversary book Stereohype 2004–2014
- 1x 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 2022!

### 4th Prize / 5th Prize

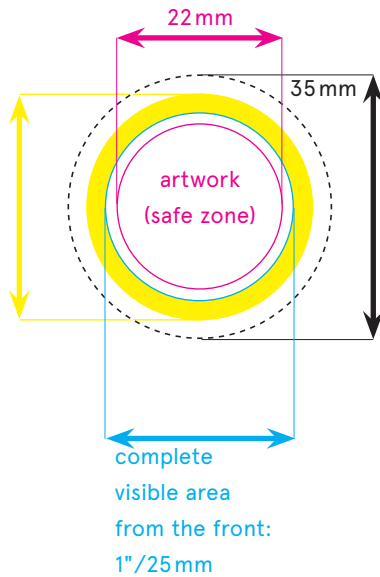
- your personal mini profile/bio (with URL to your website) on stereohype.com with short descriptive text about your artwork(s)
- a total of 10x 1" (25mm) badges per person for single entries OR a total of 20 for 'Sets of 4' (for example: 5x 'Sets of 4' / 'Gift Boxes containing 4 badges' or 20 individual designs) with either your own design(s) or your selection of badges by other designers
- 1x anniversary book Stereohype 2004–2014
- 1x Button Badge Motif Print of your choice
- 1x 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 2022!

### Special Stereohype Prize

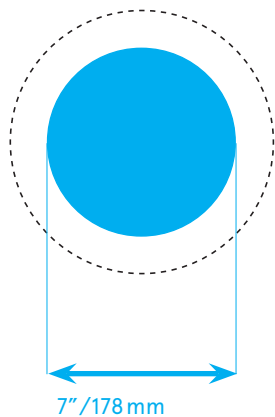
- your personal mini profile/bio (with URL to your website) on stereohype.com with short descriptive text about your artwork(s)
- a total of 10x 1" (25mm) badges per person for single entries OR a total of 20 for 'Sets of 4' (for example: 5x 'Sets of 4' / 'Gift Boxes containing 4 badges' or 20 individual designs) with either your own design(s) or your selection of badges by other designers
- 1x anniversary book Stereohype 2004–2014
- 1x Button Badge Motif Print of your choice
- 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 2022!



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.



## 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](mailto:SUBMIT@STEREOHYPE.COM)

### PLEASE NOTE: NEW File Specifications:

**We now only accept layered high resolution Photoshop .PSD files (please do not delete your vector files though)!**

all colour designs in CMYK

*YourName\_number\_300dpi.psd* (number = badge 1of4, ...)

(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/index.php?page\\_id=128](http://www.flat33.com/index.php?page_id=128)

**OR**

all black/greyscale designs in B/W or GREYSCALE

*YourName\_number\_900dpi.psd* (number = badge 1of4, ...)

(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/index.php?page\\_id=128](http://www.flat33.com/index.php?page_id=128)

### EXTRA CONSIDERATION – PLEASE ALSO NOTE:

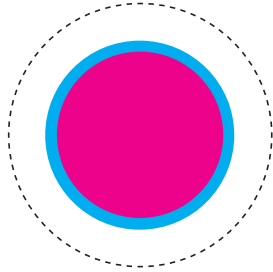
#### BUTTON BADGE MOTIF PRINT SERIES

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

Print series info:

[http://www.flat33.com/index.php?page\\_id=933](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 18th 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](http://stereohype.com), the graphic art 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, remaining copies of the exhibition catalogue and a few posters (10x10 Series) are available at [stereohype.com](http://stereohype.com).

The one inch (25mm) button badge collection currently already includes 1713 individual designs by over 700 contributors. 526 of them have been re-released in 7" glory on 8x10" Button Badge Motif Prints.