

Announcement

U.S. Embassy Riga announces an open contest for a new concept design for our social media platforms--Facebook, Twitter, Youtube, Flickr, and Foursquare!



Unleash your graphic designer's skills and win an iPad 2!

CONTEST OVERVIEW

The U.S. Embassy in Riga would like to develop common elements, such as a logo and a similar color palette and a layout, for our social media platforms. Besides these uses, the design or its elements (such as the logo) may be used to represent the Embassy in other ways to be determined in the future.

An example we like:
<https://twitter.com/#!/USAinUK>;
<http://www.facebook.com/uk.usembassy>;

The design must have a strong visual message and contain attractive, contemporary, and easily recognizable design elements that will represent the U.S. Embassy in Riga.

ELIGIBILITY AND RULES

The competition is open to anyone aged 16 and over and who currently resides in Latvia.

Employees of the U.S. Government and their immediate family members are not eligible to participate.

Submitted designs must not contain obscenity, explicit sexual material, profanity, graphic violence, commercial solicitation or commercial promotion.

Submissions must also not contain content or images that could be considered abusive or disrespectful to the contest sponsors, to groups or to individuals.



DATES AND DEADLINES

The contest opens to the general public on February 23, 2012.

Entries must be e-mailed to us.embassy.riga@gmail.com by April 9, 2012.

A panel of judges consisting of the Embassy diplomats and invited experts will evaluate all submitted entries.

Only one winner will be determined.

The winner will be announced on April 16, 2012 and award will be presented at a special



TECHNICAL REQUIREMENTS

Submissions must be original. The logo should be usable in monochrome and color media. No gradient colors.

All font types are acceptable, but all text should be in English. The logo should be simple enough to be used in a variety of mediums, from pin or sticker to poster size.

Submissions must be in .GIF, .JPG or .PNG format, and include the designer's full name and e-mail address. The designer is welcome to send a short textual description of the design along with the design, but it is optional.

RIGHTS

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SELECTION CRITERIA

- The design must have a strong symbolic component, such that it is recognizable by itself without the need to include the words "U.S. Embassy" beneath it.

- It must be appropriate as a U.S. Government symbol.

- It should highlight the strong and positive bilateral relationship that exists between the United States and Latvia.

There is no limit to the number of entries per person. Group entries are acceptable, but only one prize will be awarded to the group.

File size: 2MB or smaller (winners will later be asked to provide a high-quality editable source files, e.g. .eps or .ai)



Please note that no registration or participation fee is required to enter this contest. If you would like to participate, simply send in your entries before midnight on April 9, 2012. More information and all links are available at riga.usembassy.gov

