

# RULES AND FEES

## GENERAL CONDITIONS

- Contest period: Entries can be submitted that were created between January 2022 and May 2024. Please do not submit work that you have already submitted to the last Best Brand Awards.
- Submitted work must be in use. Drafts or plans of logos or identities are not permitted.
- Participation in The Best Brand Awards (hereafter TBBA) is an international contest and the entire process will be carried out online through [www.bestbrandawards.com](http://www.bestbrandawards.com)
- Submitters declare that they are the owners of their designs or have the right to use them and no rights of third parties will be infringed by the acceptance of these bases.
- Submitters also agree to relieve The Best Brand Awards of all responsibility with respect to any claims whatsoever, including but not limited to copyright claims, that may be made against the Best Brand Awards by reason of any such presentation.
- The payment process will be made via PayPal. The paid fees are non-refundable.
- TBBA will request no extra bank charges during the payment process.
- If a submission wins an award, a digital certificate will be sent to the participant free of charge.
- In addition, prize winners can order award trophies. A fee is charged for this.

## WHO CAN TAKE PART

All professionals (Agencies, Companies, Branding Studios, Marketing departments, Freelancers, etc.) working in brand design. Participation from all over the world is welcome.

## ENTRY FEES

The entry fee depends on the date of payment of the entry and the category:

### Early bird submission: 1 – 31 March:

**Logo Categories:** 55 \$US or 50 per piece

**Identity Categories:** 110 \$US or 100 € per piece

### Regular submission: 1 – 30 April

**Logo Categories:** 80 \$US or 75 € per piece

**Identity Categories:** 160 \$US or 150 € per piece

### Late submission: 1 – 15 May

**Logo Categories:** 110 \$US or 100 € per piece

**Identity Categories:** 220 \$US or 200 € per piece

### Special price for 5 or more submissions:

This special price is valid for the entire competition period.

5 or more entries in the logo categories: 50 \$US or 45 € per piece.

3 or more entries in the identity categories 100 \$US or 90 € per piece.

There is no limit of the number of submissions per participant.

## GENERAL PIECE REQUIREMENTS

- 1200 x 1200 px in RGB. Formats: jpeg, jpg, .png or .tiff (not bigger than 2 MB).
- Coloured areas in the background are not allowed.
- Only digital submissions are allowed, no printouts.
- **Logo New:** A single logo centred on a white background.
- **Logo Redesign:** The old logo is on the left, the new one on the right on a white area.
- **Identity:** Four examples of the application of the logo on a white area are shown.
- **Identity Redesign:** Four examples of the application of the logo on a white area are shown.



[www.bestbrandawards.com](http://www.bestbrandawards.com)

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## CATEGORIES

### Logo New

This category is for new logos that are in use. Simply upload the logo.

### Logo Redesign

This category includes logos that have been redesigned. Create a document with the old logo on the left and the new logo on the right.

### Identity New

To participate in this category, create a page on which 4 examples of the identity are placed.

### Identity Redesign

To participate in this category, create a page on which 4 examples of the new identity are placed.

## AWARDS AND JUDGING

- In each category and zone we will have Gold, Silver and Bronze and Awards of Excellence who will receive a digital certificate free of charge. Further award winners have the title "Runner Up". They also receive a cost-free certificate. The more points the jury awards to a logo, the higher the award.

### World zones

There are 2 global zones and 3 geographical ones.

### Global zones:

Best Brand: The brand with the best global score.

Best Agency: The agency/designer with the best score in 4 brand designs, selected among submitters with a minimum of 4 pieces enrolled.

### Geographical categories:

Best Brand in each zone – the brand with the best score in each zone:

- The Americas
- Europe & Africa
- Asia & Oceania

- **Please Note:** Each entry must be enrolled in the zone for which it was designed, regardless of the location of the design company. For example, An Asian design company can subscribe a logo in Africa.

### Trophies

- All winners can buy physical award trophies sending an email to [hello@bestbrandawards.com](mailto:hello@bestbrandawards.com). Winners will be informed about the type of trophy and the costs.
- TBBA, as recognition of the quality of brand designs by categories, will send a special digital certificate to all winners in each geographical category.
- TBBA can declare that one or more of the categories are not awarded if the pieces do not have the required quality or if the number of entered pieces is less than 7.
- The contest results will be final and binding.



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## JUDGING

- A Jury composed of international professionals will decide the TBBA winners.
- Selection criteria are based on visual originality (new innovative solution) and coherence with the objectives (based on description given by the entrant).
- In the Best Agency category, the winner will be selected as a result of the valuation average of the best 4 pieces enrolled per company in any of the general categories through a mathematical formula.
- The Best Brand Awards may contact the client related to any entry on the jury's request at any time during the voting process to answer any questions about the implementation or presentation of the work.

## COMPETITION AND ELIGIBILITY

- By participating in TBBA, submitters allow the organisation to collect and use of information as stated herein.
- If TBBA decide to change the privacy policy, the organisation will post the changes on LEGAL NOTICE so that submitters are always aware of what information TBBA collects, its use, and under what circumstances the Awards disclose it. In this sense, by logging in, participants subscribe to TBBA's Newsletter automatically, having the possibility to unsubscribe in any moment.
- Each brand design and identity is an entry.
- An entry can only be registered by the same company once in the same category.
- Each brand design and identity must contain a description in English and a maximum of 400 characters including spaces.
- Registered pieces should not include watermarks of any kind, and references of the author or the agency.
- It is the submitter's responsibility to check and enter all the correct credits for each entry.
- The organization may refuse to accept entries offending national or religious features.
- No message or part of content that has been declared illegal by the courts or advertising self-regulatory bodies may appear. If in the course of the competition any judgment that is the participant's responsibility is issued, this situation should be notified to The Best Brand Awards organization.
- The Best Brand Awards could disqualify pieces if it transpires that the information provided in the registration process is false or does not meet these requirements.
- Entries are not accepted if they have already participated in the last edition of the Best Brand Awards.
- In the event that several companies participate with the same piece, if awarded, the prize will be granted to the entry that was made first.



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## FURTHER RULES

- The Best Brand Awards requests clients' full details and reserves the right to contact the client directly to clarify or confirm any information relating the entry or the contest.
- By submitting work and paying the corresponding entry fees, submitters authorise the Best Brand Awards to use and exhibit the submitted entries, in whole or in part, in any way, time or place that the Best Brand Awards considers adequate, without limitation. TBBA will mention the author and their agency.
- The organizers reserve the right to request the issuance of certificate of a submitted piece. Supporting documents must be issued by the corresponding means or by the advertiser.
- The organizers reserve the right to withdraw any faulty piece from the competition that has not been made available under the conditions specified for each category.
- Registration will not be valid if there is no payment before the closing date for registration of pieces.
- Deadlines may sustain changes. If it were the case, the Best Brand Awards will announce the new deadlines through [www.bestbrandawards.com](http://www.bestbrandawards.com)
- The organization reserves the right to modify the rules during the course of the awards to encourage a proper administration of the awards.
- The Organisers could compile any entry into a collection of pieces. Such a collection may not, nor may any extracts of it, be copied, marketed or sold by any organization other than The Best Brand Awards. Each contestant agrees to assist the organization in supporting any legal action that may be taken to prevent a breach of this condition and in that case, to supply information to the organisers immediately so that they are aware. It can by no means become an unauthorised collection or compilation that is available for sale or distribution elsewhere.
- Participation in TBBA implies full acceptance of these rules. Non-compliance with any competition rules results in an entry's automatic disqualification.
- Entrants may be required to supply additional material of any shortlisted or winning work for promotional publication exhibitions or other materials held after the awards.



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