

FDRA LOGO DESIGN CONTEST

CONTEST DATES: Contest start and end date and time are September 20 –November 7, 2018, Midnight, Eastern Standard Time.

CONTEST INFO & ENTRY: Contest is open to footwear brand designers, footwear design freelancers, or footwear design school students. Participants can submit up to three separate logo designs in total. Multiple logos can be entered via one email submission.

To enter, participants must email a submission to info@fdra.org complete with:

1. Contact info: Full name, email, physical address, and phone number.

2. Logo design and submission requirements:

- Each logo should be presented with the FDRA acronym only, as well as a secondary version that includes the FDRA acronym as well as “Footwear Distributors and Retailers of America” spelled out, with the words at a visibly readable size when the logo is scaled down to a smaller size. A logomark is not required but encouraged, and does not need to retain the globe icon. The logo must work in black and white, grayscale, and two or three colors, which are not limited to the current gray/black/green color palette
- Submit logo (up to 3 separate designs) as a JPG or PDF no larger than 5MB per file.
- Feel free to contact us with any further questions about design or submission requirements.

3. Not necessary, but welcome: A brief explaining your logo design.

All entries will be considered based on the judges’ determination of the following:

- Relevance to FDRA’s mission and identity as THE footwear industry’s business and trade association —We are looking for something that creates a strong recognition of our brand that will stand out in our industry.
- Timelessness—trend-inspired is okay, but the logo design should be long-lasting, innovative, unique, professional.
- Usability—must be applicable for print and electronic media, signage, online use, etc.

BACKGROUND ON FDRA

FDRA’s current logo for reference:



FDRA is THE footwear industry’s trade and business association. We support our members throughout their entire business from making shoes (design, development, and production) to importing shoes (customs rulings, classifications, and lowering duty costs) to selling shoes (retail data and analysis, and consumer trends). We are also the industry’s voice in Washington, DC – fighting to lower high duties raising costs on companies and consumers. That is why over 80% of the entire footwear industry are members from fashion to athletic, flip flops to slippers — both small companies and global corporations, including the majority of domestic manufacturers, importers, brands, and retailers. Please visit our website to learn more [about FDRA](#) and [what FDRA does](#) for our industry.

PRIZES

2nd and 3rd place selected entries will be sent one \$100 VISA gift card and be recognized in FDRA's publications.

The overall contest winner will:

- Receive one \$200 VISA gift card
- Receive airfare and a hotel stay for FDRA's 75th Anniversary party in June 2019 in New York City where they will be recognized in front of the industry's top executives. *(one coach class airfare seat to New York City from anywhere in the continental United States [Lower 48 U.S. states, not including Alaska or Hawaii] plus one room for a two-night stay in a New York hotel [basic king size room or like]).*
- Be recognized on FDRA's website, social media, and in publications. They will be able to join a Shoe-in Show episode, if they would like, to discuss their shoe story and the idea behind the redesigned logo.

ENTRY RULES AND RELEASE

All submissions must comply with, and are subject to all conditions there within, the contest's official rules, which can be found [here](#).

All logo and copy submissions releases any and all IP rights (copyright, trademark and other) to FDRA so that FDRA has full rights to work to fulfill its mission. Winner will be required to provide the original Adobe Illustrator (AI or EPS) file to fulfill the prize. Winner may also be required to make slight adjustments, or slight adjustments to be made by FDRA, to meet usability requirements.