

# International CI Contest for UNESCO WHIPIC



The WHIPIC, International Centre for the Interpretation and Presentation of World Heritage Sites under the auspices of UNESCO, is set to establish its official incorporation at the end of 2021.

The preparatory office for the WHIPIC holds the international CI contest to celebrate and promote the establishment.

## Eligibility

The contest is open to anybody regardless of age, sex and nationality.

## Major Schedule

### Notice

25 February through 24 March 2021

### Submission

25 March through 01 April 2021 at 18:00 KST

### Examination

02 through 14 April 2021

### Announcement of the final winners

15 April 2021 at 18:00 KST

## Requirements: Centre's Logo

- It should creatively express the identity and symbolism of the C2 Centre under the auspices of UNESCO in the field of World Heritage.
- While it should be as simple and clear as possible, it should be differentiated from the existing C2 Centre logos.
- Refer to and reflect what the UNESCO Logo Toolkit represents.

## How to Apply

via email [whipic@unesco-whipic.org](mailto:whipic@unesco-whipic.org)

## Contact

Person in charge Nayeon Lee from the WHIPIC Preparatory Office  
Email [ny.lee@unesco-whipic.org](mailto:ny.lee@unesco-whipic.org)

## Application Form

<https://bit.ly/2P6bKnO>

## What to Submit

### 1) CI Design

- ① Centre logo: (1) symbol mark, (2) word mark, (3) Combination (symbol + word marks)

- ② Examples of CI use: At least 2 examples including a letter, business card, signboard, souvenir, etc

### 2) Contest Application Form

### 3) Pledge

Notific ations	Type	What to Include	
①	Symbol mark	-	* Logo size (including space), combination with the UNESCO logo ※ Refer to the attached file for how to use the UNESCO logo.
	Word mark	For fonts, only free fonts or personal creations can be used. ※ Specify the font name	* CI colours: PMS, CMYK, RGB, HEX codes must be all specified.
	Combination	Horizontal, vertical, and square types	
②	Examples of CI use	At least 2 examples including an official document, business card, signboard, and souvenir	

## Prize

Classification	Number of Entries	Prize
1st prize	1	about \$4,450 (5,000,000 KRW)
2nd prize	2	about \$455 (500,000 KRW) each