

## **Call for Entries: Design of the Canton Fair Mascot and the 130th Canton Fair Logo**

To celebrate the 100th anniversary of the founding of the Communist Party of China (CPC) and the opening of the 130th Canton Fair, we hereby welcome entries of the design of the Canton Fair mascot and the 130th Canton Fair logo from contributors around the globe, which is also a tribute to the contributions made by the Canton Fair to China's socialist construction, reform and opening up, and economic and social development under the leadership of the CPC, as well as its essential role in promoting economic and trade cooperation and exchange between Chinese and foreign enterprises, advancing the development of an open global economy and building a community with a shared future for mankind.

### **I. Entries**

Canton Fair mascot

The 130th Canton Fair logo

### **II. Time of submission**

From June 5 to 25, 2021

### **III. Eligible candidates include:**

The call for entries is open to the world, which means all companies and individuals are welcome to submit their works.

### **IV. Requirements**

#### **a. Embodying the significance of the Canton Fair**

Also known as the China Import and Export Fair, the Canton Fair was established in 1957 and is held every spring and autumn in Guangzhou, China. It is a comprehensive international trade event that boasts the longest history and the largest scale in China. Dubbed "a bond of friendship and a bridge for trade," the Canton Fair serves as a barometer of China's foreign trade sector.

The Canton Fair is a window, epitome and symbol of China's opening up. Over the past 65 years, the Canton Fair has always adhered to its missions, held high the banner of reform and innovation, and withstood various challenges. It has built a platform for the promotion of import and export Chinese and foreign enterprises, and made important contributions to enhancing China's trade relations with the world, facilitating reform and opening up, propelling the development of an open world economy, and building a community with a shared future for mankind.

In the future, the Canton Fair will become more professional, internationalized and market-oriented and go further in information technology application, so as to better serve China's national strategies, facilitate the all-round opening up, contribute to the innovation and development of foreign trade, and help foster a new development paradigm.

#### **b. Specific requirements**

##### **1. Canton Fair mascot**

It should accurately reflect the functions and characteristics of the Canton Fair. Each submission should provide a complete description and conception of the design, including its basis, creation process, conception, inspiration and philosophy, and may

also include a story about the mascot that fully describes its style, personality, characteristics and merits.

The design should be original, unique, beautiful, vivid, modern and matching in colors. It should have certain anthropomorphic features and affinity. It can be a single image or a group of images. The name of the mascot should be simple and catchy. The design should be both artistic and practical, and dissemination- and reproduction-friendly.

Entries should be submitted in soft copy in emails whose title shall contain "Call for Entries for the Canton Fair Mascot Design". The submission should include a design sketch, ideas of creation, specification, and rendering. The design sketch should include a three-view drawing (front, side and back) that comes with three or more postures or expressions that embody the features of the character. The resolution of the design sketch should be 2480×3508px (horizontal view) at 300dpi (a single JPG image shall not be larger than 3 megabytes). Images should be saved with CMYK and RGB color schemes and submitted in both JPG and AI forms (could be in a compressed file).

The design sketch and the description must be laid out on a same horizontal A3 page.

## **2. The 130th Canton Fair logo**

It should accurately reflect the historical and cultural connotation of the Canton Fair, and the characteristics of the 130th Canton Fair.

The logo should contain the words “广交会 CANTON FAIR 1957-2021” and the number “130”. Some of the elements should maintain a certain intrinsic connection or correlation with the visual identity system of the Canton Fair.

Entries should be submitted in soft copy in emails whose title shall contain “Call for Entries for the 130th Canton Fair Logo Design”. The resolution of the design sketch should be 2480×3508px (horizontal view) at 300dpi (a single JPG image shall not be larger than 3 megabytes). Images should be saved with CMYK and RGB color schemes and submitted in both JPG and AI forms (could be in a compressed file). The design sketch should be accompanied by an explanation on its conception or connotation (no more than 500 words).

The design sketch and the description must be laid out on a same horizontal A3 page.

## **V. Awards**

Five finalists will be nominated for the mascot design and another five for the logo. One winner will be selected for each category through multiple rounds of evaluation.

**The prize for the winning mascot entry is RMB 100,000; the prize for the winning logo entry is RMB 50,000.** The remaining nominees will receive a prize of RMB 5,000 each (after-tax). Certificates will be issued for both the winning and finalist works. The results will be announced to the public through official channels of the Canton Fair.

## **VI. Email Address for Submission**

**[press@cantonfair.org.cn](mailto:press@cantonfair.org.cn)**

Entries should be sent in the form of attachments to the email, and “Call for Entries for the Canton Fair Mascot/the 130th Canton Fair Logo Design” should be

specified in the title of the email. In the email, please indicate the name, company, position, mailing address, zip code, e-mail address and phone number of the designer.

**VII. Contact information**

China Foreign Trade Centre

Address: No.382, Yuejiang Middle Road, Haizhu District, Guangzhou, Guangdong, China

Zip code: 510335

Contacts: Ms. Hao and Ms. Zhong

Inquiry hotline: 020-89268280 or 89268278

Email: [press@cantonfair.org.cn](mailto:press@cantonfair.org.cn)

**VIII. Others**

- a. All entries received will not be returned.
- b. The Organizer has the right to cancel the selection if the quantity and quality of the entries do not meet the selection requirements.
- c. The copyright of the submitted entries is protected by relevant Chinese laws and regulations, and must comply with relevant laws and regulations of China and not infringe upon the intellectual property rights, prior rights and other legitimate rights and interests of any person, otherwise any disputes/consequences arising therefrom shall be the sole responsibility of the designer. All the intellectual property rights (including but not limited to the copyright of the mascot, drawings of the logo and description of the design, and all rights to all print, three-dimensional or electronic media of the works) of the winning works, except for the right of attribution, shall belong to the Organizer free of charge. The Organizer has the right to use, develop, modify, franchise, license or protect the award-winning works in any form and to register the copyright.
- d. The Organizer reserves the right of final interpretation of this event.
- e. The Organizer has the right to judge and make decisions on the appraisal of entries at its own discretion and no explanation of any kind is necessary.
- f. By submitting an entry to the Organizer, the entrant indicates that he/she is fully aware of and accepts all the contents of this announcement and shall not raise any objection to this announcement or claim any fee for any reason.

China Foreign Trade Centre  
June 5, 2021