

Call for Submissions:
Guidelines for the Intercultural Shizuoka Logo Design

1 Purpose

From 2025, Shizuoka Prefecture will begin an initiative to newly establish an Intercultural Month with the aim of making Shizuoka Prefecture the most intercultural community in Japan.

To start this initiative Shizuoka Prefecture is calling for submissions for a logo design that expresses its goal of “a new intercultural prefecture co-created by people of all nationalities, cultures, and ages”.

2 Overview

(1) What we're looking for:

A logo to promote the prefecture's Intercultural Shizuoka initiative.

※ Please read “5 - Logo Requirements” carefully.

(2) Qualifications

- a. Whether you're from Shizuoka, have lived there, or simply feel connected — anyone with ties to Shizuoka is welcome to enter!
- b. Group submissions are permitted; however, the group must designate a single representative to complete and submit the application.
- c. Minors (Under the age of 18) who would like to submit an entry must first receive parental or guardian consent. Entries submitted without such consent may be disqualified or revoked. Age will be based on the age at the date of submission.

(3) Submission Period

June 2nd 2025 (Mon) - July 4th 2025 (Fri)

(4) Number of Entries

Each individual (or group) may submit up to two entries.

Individuals who submit an entry as a representative of a group are not eligible to submit a separate individual entry.

(5) Use of the Logo

The logo will be used in publicity materials for intercultural activities conducted by both Shizuoka Prefecture and municipalities in Shizuoka Prefecture.

3 How to Apply

(1) Application Form

Please download the application form from the prefecture's official website.

URL:<https://www.pref.shizuoka.jp/kurashikankyo/1049844/tabunkachiiki/1072672/1072603.html>

If you are not using the designated application form, please submit your logo design on white paper, ensuring that it fits within the dimensions of approximately 100 mm (height) × 100 mm (width), and include all the required information listed on the official application form without omission.

(2) How to Submit

Please choose from the following options to submit your design.

- a. Online Application (Must be in jpg/png/pdf format; up to 100MB)

Please submit your application through the link below.

URL: https://apply.e-tumo.jp/pref-shizuoka-u/offer/offerList_detail?tempSeq=16437

- b. Email (Must be in jpg/png/pdf format; up to 10MB)

Submit your application and logo design to the email address listed in “11 Contact Information ・ Address for Submissions” and copy/paste 「多文化共生シンボルマーク応募」 into the subject line.

- c. Mail (Must arrive by July 4th, 2025 (Fri))

Please address the envelope with either 「多文化共生シンボルマーク在中」 or “Re: Intercultural Shizuoka Logo” and mail your application form with your design to the address listed in “11 Contact Information ・ Address for Submissions”.

Please submit the documents without folding them.

- d. In person

Please bring your application to the address listed in “11 Contact Information ・ Address for Submissions” between 8:30 a.m. and 5:15 p.m. on weekdays during the application period.

Please submit the documents without folding them.

4 Awards

- (1) Grand Prize (1 winner will be selected)

- a) Award Certificate
 - b) Gift card (QUO Card) ¥ 30,000
- (2) Finalists (2 winners will be selected)
- a) Award Certificate
 - b) Gift card (QUO Card) ¥ 6,000

5 Logo Design Requirements

- (1) We are looking for a logo design that reflects the concept of “a new intercultural prefecture co-created by people of all nationalities, cultures, and ages,” as described in “1 Purpose”. Please note this is not a call for character design submissions.
- (2) If you have hand-drawn a design and it is selected as a finalist, it will be converted to a digital format by a contractor selected by the prefecture. (Please read “8 Copyrights and Other Related Matters” carefully.)
- (3) “Intercultural Shizuoka” must be included in your design using the English alphabet. There are no restrictions on placement of the words. If your design submission is hand-drawn and you have a specific font in mind, please include the font name in your application form.
- (4) There are no restrictions on color, but please ensure that the design remains clear and easy to understand even when used in black and white.
- (5) The shape is not restricted, but the aspect ratio should be approximately 1:1. In addition to this, the design must remain recognizable and legible even when reduced to a size of 20 mm x 20 mm.
- (6) The background of the submitted design should be white.
- (7) Only original, unpublished designs will be accepted. Designs that have been submitted elsewhere will not be considered.

The use of generative AI (artificial intelligence) is not permitted.

< Example Designs >



6 Selection Method and Announcement of Results

(1) First Round of Screening

Two prefectural public relations advisors will evaluate the submissions based on their suitability as a logo and select designs to move on to the next round of screening.

(2) Second Round of Screening

A selection committee—including members of diverse nationalities—will review the designs chosen from the first screening and select the 3 finalists.

(3) Final Selection

The Grand Prize winner among the finalists will be determined through an online public vote by residents of the prefecture.

(4) Announcements of Results

Winners will be notified around the end of September 2025 (tentative). The results will also be announced on the prefecture's official website and other platforms.

An award ceremony is scheduled to be held during the Shizuoka Intercultural Month in December 2025.

In connection with the selection and announcement, the following information about the winners may be made public: name, city or town of residence, occupation, age, and a description of the concept behind the logo.

7 Submission Guideline Notes

(1) All costs related to creating and submitting the design(s), as well as attending the award ceremony, must be borne by the applicant.

(2) Please retain the original data or a copy of your submitted design(s) until the official announcement of the selected design.

(3) Submitted designs cannot be modified after submission. In addition, entries cannot be withdrawn once they have been submitted.

(4) Please note that we will not respond to inquiries regarding the selection process, results, or reasons for selection.

(5) Do not publish or share your submitted design(s) with others until the results of the selection have been officially announced.

8 Copyrights and Other Related Matters

- (1) Finalist works may be subject to partial modifications or adjustments to the design, colors, or other elements, as needed, in consultation with the creator or creators. In cases where a hand-drawn work is selected as a finalist, the content will be reviewed with the creator or creators before converting it into digital data. Please note that if the creator or creators do not agree to the proposed modifications or adjustments, the work will not be selected as a finalist.
- (2) All rights, including copyright, usage rights, trademark rights, and any other related rights to the selected work, shall belong to Shizuoka Prefecture. Furthermore, the creator shall not exercise moral rights (as defined in Articles 18 to 20 of the Copyright Act) in relation to its use.
- (3) In the event that a submitted work is subject to a claim for damages by a third party due to infringement of rights or other reasons, the creator or creators shall be solely responsible for resolving the matter at their own expense.
- (4) If the prefecture suffers any damage, the creator or creators may be required to compensate for the loss.
- (5) If a selected work is found to be identical or substantially similar to a previously published work, infringes on a third party's intellectual property rights (including cases where the infringement is discovered after submission), violates any laws or regulations, or is in breach of these application guidelines, the selection may be revoked even after the results have been announced. Similarly, if such circumstances are discovered after the work has been awarded or put into use, both the award and the adoption of the work may be rescinded.

9 Additional Notes

- (1) When applying as a group, please ensure that you have obtained the consent of all co-creators before submitting the application.
- (2) Submission of an application will be deemed as agreement to all terms and conditions outlined in these guidelines.
- (3) Applications containing false information, submitted after the deadline, or in cases where the applicant cannot be contacted, will not be considered for selection. In some cases, adoption of a selected work may be revoked even after the results have been announced.

- (4) Works that violate public order and morals or any laws and regulations, contain defamatory content, or infringe on copyrights or the rights of third parties will not be considered. Furthermore, if any such issues are discovered after a work has been selected, the selection will be rendered invalid. Depending on the circumstances, claims for damages or other legal actions may be pursued.
- (5) If a work submitted by a minor (under 18 years of age) is selected, all copyright-related procedures will be carried out in coordination with the applicant's legal guardian.
- (6) Please note that the contents of these application guidelines are subject to change or addition at the discretion of the Prefecture.

10 Use of Personal Information

Personal information submitted with the application will be strictly managed and used only for purposes related to this call for submissions, including verifying application details, selecting works, notifying applicants of the results, announcing selected works, and presenting awards. It will not be used for any other purposes or disclosed to third parties without legitimate reason.

11 Contact Information ▪ Address for Submissions

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