

MULTIPLE DISCIPLINES

TYPE WITH PRIDE CONTEST

DEADLINE

01 JUN 2017

ENTRIES CLOSED

POSTED	ENTRY FEE	ONLINE
17 May 2017	SEE ARTICLE DETAILS	VISIT ORGANIZER

DETAILS / KEEP FOR REFERENCE

SOURCE: GRAPHIC COMPETITIONS

As a tribute to Gilbert Baker, the creator of the iconic Rainbow Flag, Fontself created the Gilbert font, and now is launching the Type With Pride Contest with promotional partners Adobe, NewFest, NYC Pride and Ogilvy & Mather, giving a chance to all creatives to use the Gilbert font for the greater good.

The goal of this contest is to celebrate diversity by encouraging the creative community to design its own banners, posters, videos and signs for the LGBTQ Pride March, based on the original design of the Gilbert typeface.

Applicants have to design an original artwork based on the Gilbert typeface (at least one character is required), share it on Instagram or Behance, and tag it with the hashtag #TypeWithPride

They can submit visual entries of any size, format and length around 3 categories:

• Print (Posters, banners, flyers) • Motion (GIF, video, animation) • Freeform (Lettering, graffiti, knitting, etc.)

Lettering artist Alexis Taïeb (aka TYRSA) and Robyn Makinson, the graphic designer who crafted the Gilbert typeface, will be part of the jury that picks the most creative entries.

There is no entry fee.

ELIGIBILITY

Open only to legal residents of the 50 United States & Washington, D.C., Australia, Austria, Belgium, Canada (excluding Quebec), China, Denmark, Finland, France, Germany, Iceland, India (excluding Tamil Nadu), Indonesia, Ireland, Japan, Malaysia, Netherlands, New Zealand, Norway, Philippines, Singapore, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, and the United Kingdom, who are of the age of majority in their jurisdiction of primary residence as of date of entry.

PRIZE

The winning entries will be showcased during the June 2017 Pride Month in New York, and prizes also include full-year subscriptions to Adobe Creative Cloud and Adobe Stock, as well as the font creation add-on Fontself for Illustrator and Photoshop.