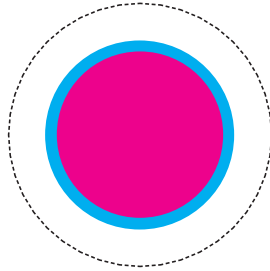


# Stereohype

graphic art and fashion boutique  
www.stereohype.com



## 7th annual Stereohype Button Badge Design Competition (2011)

**EXTENDED Deadline:** ~~June 30th, 2011~~ **Friday night, July 8th, 2011, 11.59/23:59, BST. NO ENTRY FEE!**

Following the huge success of our first six design competitions we are now pleased to announce the 7th annual 1" (25mm) Stereohype Button Badge Design Competition. We look forward to receiving your submissions. Please note that we will unfortunately not be able to send individual submission receipts. You will be notified during and after judging period (shortly after the deadline).

Please email one to (A MAXIMUM OF) three different badge designs per participant to [submit@stereohype.com](mailto:submit@stereohype.com). Although we love sets of three — please bear in mind, that we are aiming to give quite a lot of them away one at a time (although sets will be made available in a special packaging). Please refer to the instructions, file specifications and links to the .psd templates on page 4 of the artwork guide.

Eligible are entries by designers, artists, photographers, illustrators and by students in any of these areas — including runners-up from previous competitions. NOT ELIGIBLE however are contributors to our B.I.O. (by invitation only) series and former competition winners who are now more than welcome to become part of the judging panel.

Your artwork(s) will have to be created by yourself and should obviously not infringe any copyrights! Winners will give stereohype.com automatically a NON-exclusive licence to reproduce the winning artwork(s) on badges and Stereohype-badge-related promotional materials such as postcards, etc. By submitting your artwork(s) you agree on these terms and conditions. A shortlist will also be featured at stereohype.com crediting the artists and designers.

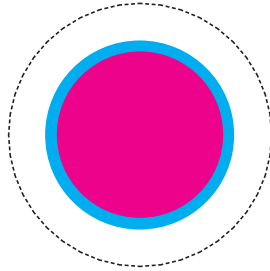
Please do have a look at the 566 existing designs that are already included in our collection and avoid nipple designs and back of badge artworks. Been there, done that, and already included those to our Stereohype collection... 8)

We will give winning artworks away as a free surprise badge with purchased Stereohype T-shirts or sell them separately via stereohype.com and our growing list of selected stockists. Your badge design(s) might also be reprinted for promotional purposes featuring photos of your badge. Designers, artists and illustrators will — wherever possible — be appropriately credited.

We can't wait to see your design(s)! GOOD LUCK!

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## The growing list of the 2011 Judging Panel:

A selection of button badge-loving journalists, writers, illustrators, artists and graphic designers from around the world including former competition winners.

Confirmed judges: (Please check our website for updates)

Agathe Jacquillat, FL@33, [bzzzpeek.com](http://bzzzpeek.com), [flat33.com](http://flat33.com),  
[postcard-book.info](http://postcard-book.info), [madeandsold.com](http://madeandsold.com), [3d-type.com](http://3d-type.com)

Richard Kirk

Tomi Vollauscchek, FL@33, [bzzzpeek.com](http://bzzzpeek.com), [flat33.com](http://flat33.com),  
[postcard-book.info](http://postcard-book.info), [madeandsold.com](http://madeandsold.com), [3d-type.com](http://3d-type.com)

...

Many more to be confirmed in the following weeks.

Stereohype will offer winners the following prizes within each category ( single badge designs and sets of three ):

### 1st prize

#### (applies to both categories: 'single badge' and 'set of three')

\*\*\* your personal mini profile/bio (with URL to your website) on

stereohype.com with short descriptive text about your artwork(s)

\*\*\* a total of ten free 1" badges per person for single entries OR a total of fifteen for sets of three (for example: five sets of three or fifteen individual designs] with either your own design(s) or your selection of badges by other designers

\*\*\* two free T-shirt of your choice (subject to availability)

\*\*\* one free Rainbow in your hand flipbook

\*\*\* one Badge/Button/Pin book by Gavin Lucas

\*\*\* one free signed FL@33 design&designer book

\*\*\* one free Postcard book by FL@33

\*\*\* one free Un Sedicesimo: Daniel Eatock

\*\*\* 20% off all orders over £20 placed before 31 December 2011!

### 2nd prize

#### (applies to both categories: 'single badge' and 'set of three')

\*\*\* your personal mini profile/bio (with URL to your website) on

stereohype.com with short descriptive text about your artwork(s)

\*\*\* a total of ten free 1" badges per person for single entries OR a total of fifteen for sets of three (for example: five sets of three or fifteen individual designs] with either your own design(s) or your selection of badges by other designers

\*\*\* one free one free Stereohype 'Orange Squirrel' T-shirt OR Stereohype '300%' T-shirt

\*\*\* one free Rainbow in your hand flipbook

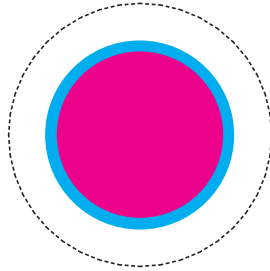
\*\*\* one free Postcard book by FL@33

\*\*\* one free Un Sedicesimo: Daniel Eatock

\*\*\* 20% off all orders over £20 placed before 31 December 2011!

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## 3rd prize

### (applies to both categories: 'single badge' and 'set of three')

- \*\*\* your personal mini profile/bio (with URL to your website) on stereohype.com with short descriptive text about your artwork(s)
- \*\*\* a total of ten free 1" badges per person for single entries OR a total of fifteen for sets of three (for example: five sets of three or fifteen individual designs] with either your own design(s) or your selection of badges by other designers
- \*\*\* one free one free Stereohype 'Orange Squirrel' T-shirt OR Stereohype '300%' T-shirt
- \*\*\* one free Un Sedicesimo: Daniel Eatock
- \*\*\* 20% off all orders over £20 placed before 31 December 2011!

## 4th prize

### (applies to both categories: 'single badge' and 'set of three')

- \*\*\* your personal mini profile/bio (with URL to your website) on stereohype.com with short descriptive text about your artwork(s)
- \*\*\* a total of ten free 1" badges per person for single entries OR a total of fifteen for sets of three (for example: five sets of three or fifteen individual designs] with either your own design(s) or your selection of badges by other designers
- \*\*\* one free Stereohype '300%' T-shirt
- \*\*\* one free Un Sedicesimo: Daniel Eatock
- \*\*\* 20% off all orders over £20 placed before 31 December 2011!

## Special Stereohype Prize

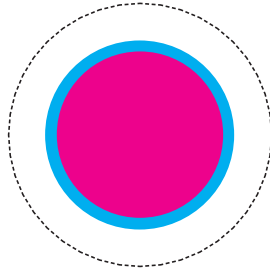
### (applies to both categories: 'single badge' and 'set of three')

- (applies to both categories: single badge and set of three )
- \*\*\* your personal mini profile/bio (with URL to your website) on stereohype.com with short descriptive text about your artwork(s)
- \*\*\* a total of ten free 1" badges per person for single entries OR a total of fifteen for sets of three (for example: five sets of three or fifteen individual designs] with either your own design(s) or your selection of badges by other designers
- \*\*\* one free Stereohype '300%' T-shirt
- \*\*\* 20% off all orders over £20 placed before 31 December 2011!

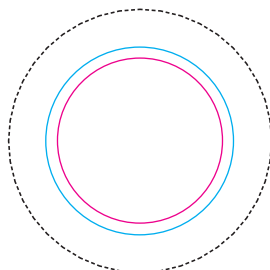
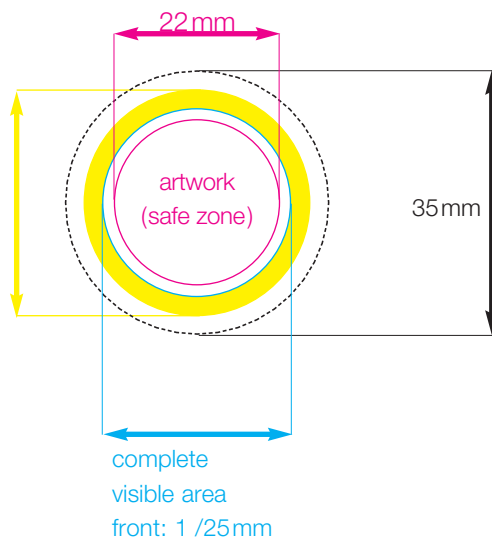
Please find the 1 artwork guide and instructions on the following page.

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4–6mm are visible along the edges and the back (you might want to keep this in mind for the bleed)



Artwork guide ///

The magenta circle (22mm) shows recommended image area. The cyan circle (25mm) the actual badge size you should work in. Coloured circles are there for guidance only and must NOT be included in your artwork. The black circle (35mm) is the cutting guide and MUST be shown on all artwork. Background colours should extend to cutting circle.

Please send your artwork(s) WITH a short bio AND artwork description (altogether approximately 250 words although it could be more if you want) via email to [SUBMIT@STEREOHYPE.COM](mailto:SUBMIT@STEREOHYPE.COM)

## PLEASE NOTE: NEW File Specifications:

**We now only accept .PSD files!**

all colour designs in CMYK

NameSurname\_CMYK300dpi.psd

(HI-RES PSD, CMYK, 300dpi)

**ONE FILE PER ARTWORK!**

**Please download .PSD template:** [stereohype.com/competition/YourNameSurname\\_12or3\\_300dpi.psd](http://stereohype.com/competition/YourNameSurname_12or3_300dpi.psd)

OR

all black/greyscale designs in B/W or GREYSCALE

NameSurname\_Greyscale900dpi.psd

(HI-RES PSD, Greyscale, 900dpi)

**ONE FILE PER ARTWORK!**

**Please download .PSD template:** [stereohype.com/competition/YourNameSurname\\_12or3\\_900dpi.psd](http://stereohype.com/competition/YourNameSurname_12or3_900dpi.psd)