

International design competition offers ticket to Olympics

The 'Typographic Games', a graphic design and typography competition on the theme of sport has opened for entries, offering a coveted ticket to the 2012 Olympics in London for the top medallist.



Run by Conqueror, a paper brand from Arjowiggins Creative Papers, entry is free and the only requirement is that the graphics incorporate the phrase 'It's not what you win, but how you conquer it', in a custom designed typeface before the close at the end of April 2012.

Typographer Jean François Porchez will head the international jury of leading typographers and designers bloggers who will judge the entries and pick the medal winners. Porchez designed five bespoke 'Conqueror' typefaces as part of the 'It's Not What You Say, It's How You Say It' award-winning campaign, which re-launched the brand in 2010. Judging will take place in London in May 2012.

In addition to the winning ticket to the Olympic Games, there are customised Nike trainers for five Silver medallists and all the Gold, Silver and Bronze winning entries will feature in a special edition booklet distributed with Creative Review.

Full competition details are available at www.conqueror.com.

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