



Logo Design Competition: 75 Years of Canada–Germany Diplomatic Relations

The Competition

In 2026, Germany and Canada will celebrate the 75th anniversary of their diplomatic relations — a milestone that reflects decades of close cooperation, shared values, and vibrant exchanges.

To mark this occasion, the Embassy of Canada in Berlin and the Embassy of the Federal Republic of Germany in Ottawa are inviting creative minds from both countries to design the official anniversary logo! The winning design will be featured across all communications and celebrations, symbolizing the dynamic and enduring partnership between Canada and Germany.

Logo Requirements

- The logo should creatively reflect the spirit of German-Canadian relations.
- It must be adaptable for use across various formats: print, digital, and promotional materials (e.g. pop-up banners).
- If the logo includes text, it must incorporate all three official languages: English, French, and German.
- In addition to the logo, we will require a file with the logo and a subtitle referencing the 75th anniversary in all three official languages: English, French, and German.

Prize

The competition is jointly organized by the embassies of both countries. A binational jury will select the winning design based on creativity, relevance to the bilateral relationship, and versatility.

- **Selected logo and 1st Prize:** €2,000
- **2nd Prize:** €1,000
- **3rd Prize:** €500

Requirements for Participation

- Individual or group designers, hereinafter referred to as participants.
- Limited to one submission per participant.
- Participants must be aged 18 or over.
- Open to all nationalities with official residence in Canada or Germany.



- The logo design should be created digitally, submitted in high (printready) resolution and in one of the six relevant working formats (.jpg & .pdf & .ai & .png & .eps & .pps). The winner will be asked to provide the 5 other formats.
- All submitted works were created exclusively for the competition and therefore do not carry any further copyrights.
- The two embassies reserve the right to adapt the logo as necessary for technical reasons. In the event of major changes, the participant will be consulted.
- The two embassies own all future rights to the winner's logo design for the digital and physical branding of the anniversary. This is without license fees or other compensation claims. The two embassies receive the exclusive right of use - unlimited in terms of space and time.
- In the case of a group submission, one person must identify themselves as the responsible party by completing this application form.

This completed application form and the logo must be submitted in a single email containing all components by **11:59 p.m. on November 29, 2025**, at the latest to **Pr-S1@otta.diplo.de**, along with the following information:

Full name
 ID card number
 Full address
 Date of birth
 Nationality
 Mobile number
 Email
 Full names of other participants, if this is a group submission

Declaration and Consent

I, _____ hereby confirm that I am solely responsible for the submitted logo design. I also confirm that all information requested in the application form is complete, accurate, and truthful. The design is original, unpublished, and not copyrighted or protected. I agree to grant the Embassy of Canada in Berlin and the Embassy of the Federal Republic of Germany in Ottawa, including their Consulates / Consulates General, all rights to the logo as discussed in the rules, without any claims of any kind.

I acknowledge that both embassies reserve the right to make adjustments to the submitted logo design.

Date

Place

Signature



Terms and Conditions

- The participant confirms that they are fully responsible for this agreement and fully accepts the provisions of the regulations:
- The participant has not submitted any application of any kind for the registration/filing/patenting of the logo, sketch, or design with any official, international, governmental, or judicial authority, nor has he/she submitted any other form of registration/granting of rights to the logo, sketch, or design as the participant's intellectual property.
- Previously submitted works should have been created exclusively for the competition by the participant and should not have been published, used, or passed on to third parties in any context.
- The two embassies will accept submissions before and up to the competition deadline, but only if all application documents and one of the required six file formats (.jpg, .pdf, .ai, .png, .eps, and .pps) are complete, signed, and received in a comprehensive email in a timely manner.
- All information requested in the application form must be provided completely, accurately, and truthfully.
- The participant transfers all rights of use for the submitted logo to the Embassy of Canada in Berlin and the Embassy of the Federal Republic of Germany in Ottawa, including the Consulates / Consulates General and foreign ministries of both countries, without any license fees or other compensation claims.
- Both embassies own all future rights to the winner's logo design for the digital and physical branding of the anniversary. The two Embassies, including the Consulates / Consulates General, receive the exclusive right of use - unlimited in terms of space and time.
- After the winning logo has been announced, the two embassies will draw up usage regulations according to which third parties will have the opportunity to apply for a one-time, limited, project-related license for use in the context of the 75th anniversary of German-Canada relations. This will be granted exclusively by both embassies together.
- Both embassies reserve the right to change, supplement, or modify the logo as needed.
- The participant agrees that the submitted design and the name of the creator may be published by both embassies, their consulates/general consulates, or a third party authorized by the rights holders in consultation, as part of the competition.
- Both embassies and the jury reserve the right to select or reject submissions without providing justification.
- Legal recourse is excluded.

Contact for inquiries: Pr-10@otta.diplo.de