



Call for New IUGS Logo Design

The International Union of Geological Sciences (IUGS) is launching an open call for a new logo. This is your opportunity to help shape the visual identity of a global organization that promotes cooperation and advancement in geological sciences worldwide.

About IUGS

Founded in 1961, the IUGS enhances geological knowledge and its application for the benefit of society. To learn more about our mission and work, please visit our [official website](#).

Design Objective

We seek a **modern, versatile, and representative logo** that reflects:

- The **global** and **scientific** nature of IUGS
- Our commitment to **innovation** and **sustainability**
- The **diversity** and **unity** of the geological sciences community

Key Elements to Consider

- **Simplicity and Modernity:** Timeless design, easily scalable and recognizable
- **Geological Relevance:** Include elements such as Earth's layers, geological structures, minerals, or landforms
- **Global Perspective:** Evoke international collaboration
- **Color Palette:** Earth-inspired tones – blues, greens, browns, grays
- **Versatility:** Must work well in various formats (print, digital, embroidery, monochrome)

 Avoid overly detailed designs and non-original elements. Be creative but grounded in geology!

Deliverables

Stage 1 – Due 30 June 2025

Participants must submit:

- A **responsive logo** in two versions: regular and small-scale
- Format: Vector files (SVG, AI, EPS) + PNG/JPG with transparent background

Stage 2 – Due 20 July 2025 (for selected participants only)

Designers whose logos are selected for further development will:

- Receive **comments and suggestions** from the jury
- Submit **refined versions** of the logo, adapted for:
Light and dark backgrounds
 - Different use cases (print, web, etc.)
- Submit a **brief brand manual**, which should include:
 - The recommended **color palette** (with RGB and CMYK codes)
 - Suggested **typography**
 - Clear **guidelines** for logo usage

A brand manual is a simple guide that ensures the logo is used consistently and correctly across platforms.

Who Can Participate?

Open to all! We especially welcome early-career geoscientists, students, young professionals, artists, and designers passionate about Earth sciences. No formal background required—just creativity and vision.

Prizes

-  **1st Place:** 1000 USD
-  **2nd Place:** 500 USD
-  **3rd Place:** 300 USD

Winners will be featured across IUGS communication platforms and gain recognition from the global geoscience community.

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Upon prize payment, IUGS will obtain full copyright ownership of the winning logo(s), including all rights for use, modification, and distribution.

Timeline

- **30 June 2025** – Deadline for Stage 1: Submit your initial logo designs
- **1–19 July 2025** – Review and feedback period for selected logos
- **20 July 2025** – Deadline for Stage 2: Submit revised logos and brand manual

Contact

Submit your logo or send questions to:

iugs.socialmedia@gmail.com with cc to iugs.yori@gmail.com

We look forward to seeing your vision for the future of IUGS! 🌍