



The SOTA Annual

2024 Type & Design Competition

Discover the beauty of typography in our juried competition celebrating outstanding design, advertising, and typography forms such as new typefaces, calligraphy, and hand lettering. Any project published or produced from May 2022 to April 2024 is eligible.

Selected by a jury of design professionals, entries will be showcased at TypeCon's Type Gallery and featured online at TypeCon.com and on our social media channels. Don't miss the chance to be part of this celebration!

Submission Deadline

May 31st, 2024

Notification of Award

Late June 2024

Requirements

Any project published or produced from May 2022 to April 2024. Entries originating from any country will be accepted, but Project Descriptions will require an English translation for jurors.

Competition Categories

Categories ranging from Print, Motion, Lettering, and of course Type Design will be featured this year. For a complete list of categories and fees associated, please download the SOTA Annual Competition Guidelines.

How to Submit Your Entry

To participate in the competition, follow these simple steps using our online submission system:

1. Prepare Your Information

Ensure you have the following details and materials ready before starting the entry process to expedite the submission...

- Contact information for registration and notification.
- Title and basic credits for each project.
- Digital files of the work you intend to submit (see specifications below).

2. File Formats Accepted

Entries can be submitted in the following formats:

- Digital Images: Must be in RGB JPG/JPEG format, with a maximum file size of 10MB.
- Video Entries: If submitted as a file, these will be accepted in MP4, MPG, or MPEG format, with a maximum file size of 10MB. Video entries can additionally be submitted via URL.
- PDF Entries: Limited to a maximum file size of 10MB.
- Typeface Designs: Must showcase a complete character set and a sample setting. Typeface families should present a complete character set and a sample setting for each variant. Each variant must fit on a single image or page of a PDF.

3. Rights and Reproduction

By entering, all participants grant the Society of Typographic Aficionados (SOTA) and TypeCon the right to reproduce selected works in the TypeCon Type Gallery and through the entity's various websites, social media, and in materials used for promoting the competition and any related future promotions.

Submission Categories and Pricing Matrix

Category		Description	Entry Fee
Advertising (Single)	ADV01	Typography used as the primary visual element in advertising. Print, screen-based, or interactive.	\$35.00
Advertising (Campaign or Series)	ADV02	Typography used as the primary visual element in advertising. Print, screen-based, or interactive. (Limit 5)	\$60.00
Calligraphy or Hand-Lettering (Single)	CLG01	Hand-drawn type used for any commercial purpose.	\$35.00
Calligraphy or Hand-Lettering (Series)	CLG02	Hand-drawn type used for any commercial purpose. (Limit 5)	\$60.00
Digital Media, Website	DGT01	Typographic design of a website or web-based event.	\$60.00
Digital Media, Mobile	DGT02	Typographic design of a mobile website or mobile application	\$60.00
Digital Media, Application	DGT03	Typographic design of a desktop-based application	\$60.00
Digital Media, XR	DGT04	Typographic design of any XR (extended reality) application, including VR (virtual reality) and AR (augmented reality).	\$60.00
Digital Media, Experimental	DGT05	Typographic design of an experimental nature and not fitting in other Digital Media categories, including creative coding.	\$60.00
Education or Public Service	EDU01	Typography or lettering produced specifically for academic or social education purposes.	\$35.00
Environmental (Single)	ENV01	Typography or lettering used as the primary visual element for signage, environmental graphics, museum or tradeshow exhibit	\$35.00
Environmental (Series)	ENV02	Typography or lettering used as the primary visual element for signage, environmental graphics, museum or tradeshow exhibit (Limit 5)	\$60.00
Unpublished or Experimental (Single)	EXP01	Typography or lettering used as a primary visual element in personal or studio work that remains unpublished or self-initiated.	\$35.00
Unpublished or Experimental (Series)	EXP02	Typography or lettering used as a primary visual element in personal or studio work that remains unpublished or self-initiated.	\$60.00
Identity	IDT01	Typography or lettering used in a logo, trademark, or wordmark.	\$35.00
Identity System	IDT02	Typography or lettering applied to system that includes such items as print collateral, business papers, packaging, signage, etc.	\$60.00
Illustration, Periodical (Single)	ILL01	Typography or lettering used as the primary visual element on a magazine, newspaper or newsletter cover, page or spread.	\$35.00
Illustration, Periodical (Series)	ILL02	Typography or lettering used as the primary visual element on a magazine, newspaper or newsletter cover, page or spread. (Limit 5)	\$60.00
Motion (Single)	MTN01	Typography used in a movie, network or program title, television commercial, streaming, animation, music, conference/tradeshow video, etc.	\$35.00
Motion (Series)	MTN02	Typography used in a movie, network or program title, television commercial, streaming, animation, music, conference/tradeshow video, etc. (Limit 5)	\$60.00
Large Scale	MUR01	Murals or large scale typographic or lettering-based installations in public spaces.	\$60.00
Large Scale (Series)	MUR02	Murals or large scale typographic or lettering-based installations in public spaces.	\$60.00
Packaging (Single)	PKG01	Typography or lettering used as the primary visual element on any form of physical packaging.	\$35.00
Packaging (Series)	PKG02	Typography or lettering used as the primary visual element on any form of physical packaging. (Limit 5)	\$60.00
Print Collateral (Single)	PRT01	Typography used as the primary visual element in multi-page print collateral including annual report, brochure, catalog and corporate literature.	\$35.00
Print Collateral (Campaign or Series)	PRT02	Series of primarily typographic multipage print collateral including annual reports, brochures, catalogs and corporate literature. (Limit 5)	\$60.00
Poster (Single)	PRT03	Typography used as the primary visual element on a poster used to promote a concert, performance, exhibition, institutional, theater, gallery, etc.	\$35.00
Poster (Series)	PRT04	Typography used as the primary visual element on a poster used to promote a concert, performance, exhibition, institutional, theater, gallery, etc. (Limit 5)	\$60.00
Book Design (Single)	PRT05	Typography or lettering used as the primary visual element on a book cover, page or spread.	\$35.00
Book Design (Series)	PRT06	Typography or lettering used as the primary visual element on a book cover, page or spread. (Limit 5)	\$60.00
Student Work (Single)	STU01	Typography or lettering produced by student for school assignment, portfolio, or self-initiated work.	\$20.00
Student Work (Series)	STU02	Typography or lettering produced by student for school assignment, portfolio, or self-initiated work. (Limit 5)	\$25.00
Single Typeface	TYP01	A single-font typeface that is commercially available. Must show a complete character set and sample setting. No more than 5 pages. PDF only.	\$35.00
Typeface Family	TYP02	A single typeface family (up to 16 styles) that is commercially available. Must show a complete character set and sample setting. No more than 10 pages. PDF only.	\$70.00
Typeface Collection	TYP03	A multi-typeface series of families built along a common prompt or design that is commercially available. Must show a complete character set and sample setting. No more than 20 pages. PDF only.	\$100.00
Unique Piece (Single)	UNC01	Typography or lettering used in an uncategorized creative piece.	\$35.00
Unique Piece (Series)	UNC02	Typography or lettering used in uncategorized creative pieces. (Limit 5)	\$60.00