

Scottish Ethnic Minority Talent Summit & Festival Logo Contest

Background

The Scottish Ethnic Minority Talent Summit & Festival (SEMTSF), powered by DataKirk, is an annual celebration of diversity, innovation, and talent. The event brings together professionals, creatives, entrepreneurs, and community leaders from ethnic minority backgrounds to share knowledge, showcase achievements, and drive social impact across Scotland and beyond.

As we prepare for the 2026 edition, we are reimagining the SEMTSF logo and the SEMTSF Awards logo to reflect our evolving identity — bold, inclusive, and future-facing.

Objective

Design a pair of modern, cohesive logos that:

- Capture the spirit of diversity, unity, and empowerment.
- Represent innovation, digital transformation, and cross-cultural collaboration.
- Can work seamlessly across digital, print, and event branding (including banners, merchandise, social media, and awards materials).

Design Goals

The new logos should:

- Feel modern, vibrant, and professional, with a Scottish and global essence.
- Incorporate elements that represent technology, creativity, and community.
- Align visually with DataKirk's branding (colour palette, optimism, digital energy).
- Be recognizable and versatile for future editions of the festival and awards.

Deliverables

1. SEMTSF 2026 Logo (main festival identity)
2. SEMTSF Awards Logo (complimentary variant)
3. Colour and monochrome versions
4. Transparent PNG + vector (SVG/AI) formats

Judging Criteria

- Creativity & Originality
- Alignment with Theme (Diversity, Unity, Innovation)
- Execution & Professionalism
- Versatility & Visual Impact

Submission Guidelines

- Format: JPEG or PNG (high resolution)
- Deadline: 3 December 2025
- Social Media: Share your design and tag @TDataKirk
- Website: thedatakirk.org.uk

Closing Data

- Wednesday, 3 December 2025

Prize

 £100 Amazon Voucher + Amazon Echo Dot

Technical Parameters & Submission Specifications

1. File Format
 - Initial submissions: JPEG or PNG, high resolution (minimum 3000 pixels on the longest side).
 - Winning entry must supply vector files in AI, EPS, or SVG, along with PDF and transparent PNG versions.
2. Colour & Style
 - Provide both full-colour and monochrome (black/white) versions.
 - Include colour palette details with HEX, RGB, and CMYK codes.
 - Avoid heavy gradients, 3D effects, or intricate textures that hinder reproduction.
3. Resolution & Scalability
 - Raster files should be 300 dpi or higher.
 - The logo must remain visually clear and legible across multiple scales, from small icons (25mm wide) to large print banners.
4. Background Versatility
 - Submit versions suitable for light, dark, and transparent backgrounds.
 - The logo should maintain contrast and recognisability in all contexts.
5. Safe Zone & Minimum Size
 - Define a clear space or “safe zone” around the logo (e.g., equivalent to the height of one letter).
 - Ensure legibility at reduced sizes, specifying a minimum print width (e.g., 20mm).
6. Restrictions
 - Designs must not use copyrighted, offensive, or culturally insensitive symbols.
 - Avoid complex effects that cannot be embroidered or printed clearly.
 - Designs must be adaptable across physical and digital media (e.g., social media icons, banners, merchandise).
7. Submission Package
 - Each entry must include:
 - The logo design (JPEG/PNG format).
 - A brief design rationale (max 150 words).
 - Entrant’s full name, contact details, and declaration of originality.
 - Shortlisted participants may be asked to provide editable source files for review.
8. Versioning & Flexibility
 - Designers are encouraged to create a primary logo and an Awards variant that visually relate (through colour or motif).
 - The logo should be future-proof, allowing subtle annual adaptations (e.g., year updates).

Intellectual Property Rights

1. Originality & Ownership
 - By submitting a design, each participant confirms that their work is entirely original, has not been copied or derived from any other design, and does not infringe any copyright, trademark, or other intellectual property rights.
 - Entrants are responsible for ensuring that any design elements (fonts, symbols, illustrations, etc.) used are properly licensed or free for commercial use.
2. Assignment & Licence
 - Upon selection, the winning entrant(s) agree to transfer full and exclusive ownership rights of their logo design(s) to DataKirk / SEMTSF.
 - This includes, without limitation, copyright, design rights, reproduction rights, and adaptation rights worldwide and in perpetuity.
 - DataKirk may reproduce, modify, adapt, colour-adjust, or combine the design with other visual elements for use in branding, marketing, events, merchandise, digital platforms, and future editions of the SEMTSF.
 - Non-winning entries will remain the property of the respective designers. However, entrants may voluntarily grant DataKirk a non-exclusive, royalty-free licence to display their designs for promotional or educational purposes.
3. Use by the Entrant
 - Once the rights are transferred, the winner must not use or license the winning logo elsewhere or for any other event or organisation that may cause confusion with SEMTSF or DataKirk's identity.
 - Any future use by the designer requires written consent from DataKirk / SEMTSF.
4. Representations & Indemnity
 - Entrants warrant that their submissions are free of third-party claims and indemnify DataKirk / SEMTSF against any such claims arising from breaches of this warranty.
 - Entrants agree that DataKirk / SEMTSF will not be liable for any loss or damage arising from the use of their submitted designs.
5. Publicity & Attribution
 - By entering, participants consent to their name, likeness, and design being used by DataKirk / SEMTSF for promotion, publicity, and marketing without additional compensation.
 - DataKirk may choose to credit the winning designer in materials and media releases.
6. Right to Modify or Cancel
 - DataKirk / SEMTSF reserves the right to modify contest terms, decline to select a winner, or request refinements to any shortlisted design.
 - The organisation also reserves the right to develop derivative versions of the logo for sub-events such as the *SEMTSF Awards*.
7. Governing Law & Jurisdiction
 - These terms and all matters arising from this competition shall be governed by and construed in accordance with the laws of Scotland.
 - Any disputes shall be subject to the exclusive jurisdiction of the Scottish courts.