



HOKKAIDO EVENTS is pleased to announce the holding of logo design competition for our gravel ride event "NISEKO GRAVEL".

Gravel cycling is experiencing a global boom, gravel bikes' ability to be ridden on all kinds of road surfaces & on light trails has opened up a new world to cyclists. Niseko is an incredible destination for domestic and international gravel cyclists, the NISEKO GRAVEL logo will be representative of both the event and the area' s gravel scene.

### **About “ NISEKO GRAVEL ”**

NISEKO GRAVEL held its first event in 2021, introducing cyclists from across Japan to the area' s magnificent nature & its seemingly endless supply of gravel roads. The event is a true representation of all that the sport & that Niseko has to offer. A mixed-surface ride taking participants over buttery smooth tarmac, wooded forest roads, remote gravel climbs, scenic farm trails & everything inbetween. NISEKO GRAVEL offers participants a unique riding experience.

While Japan is covered with mountain roads & developed cycling routes, cyclists will find that much of what the nation has to offer is paved. Many cyclists do not have access to remote stretches of gravel making it hard for the sport to gain traction in Japan. In contrast to much of Japan, Hokkaido is crisscrossed with gravel roads bringing cyclists through remote forests, up mountains and through mellow farmlands – the terrain in Hokkaido is creating a new “Japanese-style” of gravel riding allowing cyclists to explore the prefecture' s roads regardless of road surface. NISEKO GRAVEL was established as both an event for adventure oriented cyclists to meet like minded riders & as a way to promote Niseko' s undiscovered gravel scene to cyclists throughout Japan and across the world.

Official Website: [www.nisekogravel.com](http://www.nisekogravel.com)

## **ENQUIRY**

**HOKKAIDO EVENTS Corporation**

126-2 Yamada, Kutchan town, Abuta-gun, Hokkaido 044-0081

TEL 0136-55-6081

Email [info@hokkaidoevents.com](mailto:info@hokkaidoevents.com)

# Logo design Competition - Overview

## ■ Logo Concept Brief

Gravel riding is adventure oriented & takes cyclists deep into nature. We are looking for a logo that captures the adventure aspect of the sport & conveys elements of the Niseko area' s abundant natural beauty.

## ■ Logo specifications

1. Icon logo  
Size : 160×160pixels
2. Text logo : NISEKO GRAVEL  
Size : 1600×160 pixels
3. Icon & text logo  
Size : 1700×720pixels

Usage : Social media, website, printings, event related materials

## ■ Competition deadline

March 31st, 2022 (Thu) 6pm (JST)

## ■ Prize

1 x winner will be selected. The creator of the winning design will receive:

1. ¥ 50,000 JPY
2. Lifetime right to entry into "NISEKO GRAVEL"

## ■ How to enter

Please submit your design using the completion form linked below:

[<https://www.nisekogravel.com/logodesigncompetition>]

## ■ Notes

- Logos shall be submitted digitally, either in PDF or JPEG file format
- The design should be visible in monotone (black and white) and when reduced to about 1 x 1 cm
- 1 design accepted per submission, creators of multiple designs must submit each entry separately
- Data submission must be done via the competition form
- The winner shall submit their data as an AI file
- AI data shall be prepared in CYMK color mode
- All logo entries must be an original design
- All logo entries must be submitted by the creator
- The winner shall agree that the copyright and all other rights for their design shall belong to HOKKAIDO EVENTS
- Entrants shall agree and cooperate if HOKKAIDO EVENTS requests for further design adjustments

## ■ Design selection

Design judgment and selection will be made by the following organizations:

HOKKAIDO EVENTS / NISEKO GRAVEL head office

>> Find more details HERE [<https://www.nisekogravel.com/logodesigncompetition>]

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