

INTERNATIONAL EPILEPSY DAY LOGO COMPETITION



Are you an art student, a graphic designer or are you an amateur artist? Would you like to create a logo to celebrate International Epilepsy Day and at the same time win yourself a prize of US\$250?



Introduction

On 9th February 2015, the 1st International Epilepsy Day will be launched. An initiative of the International Bureau for Epilepsy and the International League Against Epilepsy, this is set to become an annual world day to raise awareness about epilepsy across the globe both in the general public and at government levels. Every campaign needs a logo and we invite you to help us find the perfect logo for this event. By doing so, not only will you have your work used by epilepsy associations around the world, you also have the chance to win a prize for your efforts.

How should it look?

- Modern, clean and uncluttered
- Dynamic
- Bright and colourful not Black/White
- The message should be positive
- No colour preference
- It must relate to both IBE and ILAE – this could involve use of the two logos in a novel or discreet way

Specifications

- Suitable for website, Social Media and printed materials
- File type should be EPS.
- Photoshop PSD files are not acceptable
- Image size of the file must not exceed 1280 x 1024 pixels.
- The file size must not exceed 5MB.
- Clipart may not be used.
- The acronym IED must not be used.
- The text International Epilepsy Day must be used in such a way as to leave it easy for translation to other languages.

How to enter

- Entries should be submitted to ibedublin@eircom.net, accompanied by the completed entry form.
- There is no limit on the number of entries allowed, but each entry must be submitted separately and accompanied by separate completed entry forms.
- All work must be original.
- If the design is the work of more than one person, all persons involved in its creation must be named on the entry form.
- Entries are submitted on the understanding that copyright of the winning design will pass to IBE and ILAE. Logos that are not chosen as the winner remain the copyright of the designer.
- The closing date for all entries is 31st October 2014. No late received entries will be considered.
- The winner will be announced on 7th November 2014 and will receive US\$250 as the winner's prize.
- The judges reserve the right not to announce a winner if no entry is deemed suitable for use.

Who we are:



International Bureau for Epilepsy (IBE)

- IBE is an international umbrella organisation of national lay (patient) epilepsy associations, which was founded in Rome in 1961.
- IBE exists to improve the social condition and quality of life of people with epilepsy and works to increase awareness, understanding and knowledge of epilepsy and of how best to meet the needs of people with epilepsy and those who care for them.
- IBE currently has a membership of 137 epilepsy associations, based in 98 countries worldwide.
- IBE is in working relations with the WHO and has Special Collaborative Status on the Economic and Social Council (ECOSOC) of the United Nations.
- www.ibe-epilepsy.org for more information.



International League Against Epilepsy (ILAE)

- ILAE was founded in 1909 and is the world's preeminent association of Epileptologists, neurologists and other healthcare professionals working in the field of epilepsy.
- ILAE's mission is to ensure that healthcare professionals; people with epilepsy and their care givers; governments and the public, have the educational and research resources that are essential in understanding, diagnosing and treating persons with epilepsy.
- ILAE, with a membership policy of one member association (chapter) per country, has 107 chapters.
- ILAE is in working relations with the WHO.
- www.ilae.org for more information.

Fact about Epilepsy

- Epilepsy is a collective term for a large group of diseases of the brain that are characterized by seizures.
- A seizure is like an internal electrical storm. It is the consequence of abnormal, excessive discharges of nerve cells.
- Seizures are symptoms of the disease, they are not the disease itself, yet it is the seizures and associated stigma, rather than the disease itself, which ruin the lives of people with epilepsy.
- Epilepsy is the most common serious brain disease and a global problem that recognizes no class distinction or global boundary, affecting all ages, races, social classes, and countries.
- It is estimated that 65 million people have epilepsy.
- Forty per cent (40%) of children with epilepsy have difficulty at school; people with epilepsy experience high levels of unemployment; and people with epilepsy are exposed to stigma and prejudice.
- Based on a UK government report, it has been shown that SUDEP (Sudden Unexpected Death in Epilepsy) is responsible for 33,000 deaths in Europe each year, of which 40% are preventable.
- With appropriate treatment, up to 70% of people with epilepsy become seizure-free. Yet only 40% of people with epilepsy receive appropriate treatment.