



**Japan Typography Association**  
3-12-7F Nihonbashi-kobunacho  
Chuo-ku Tokyo 103-0024 Japan  
Phone +81-3-6661-7627  
Fax +81-3-6661-7628  
office@typography.or.jp  
www.typography.or.jp (Japanese only)

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# Japan Typography Annual 2025

## Application Guidelines

Judging for the Japan Typography Annual 2025 will take place both online and in person.

Categories (of Japan Typography Annual 2025) that will be judged online include the following: (1) Visual Identity, (2) Logotype and Symbol Mark, (3) Type Design, (7) Infographic, (8) Display and Environment, (9) On Screen / Website and (11) Student Work.

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### Eligibility

No special qualifications are needed to submit an entry. All works must have first appeared between October 2023 and September 2024.

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### Deadline

Entries must be received by **Monday, September 30, 2024.**  
Work will be accepted by mail from September 30, 2024.  
Entries arriving after the deadline will not be accepted.

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### Categories

- 1 Visual Identity (Online Judging Category)
- 2 Logotype and Symbol Mark (Online Judging Category)
- 3 Type Design (Online Judging Category)
- 4 Graphics (Actual Judging Category)
- 5 Book and Editorial Design (Actual Judging Category)
- 6 Packaging (Actual Judging Category)
- 7 Infographic (Online Judging Category)
- 8 Display and Environment (Online Judging Category) On
- 9 Screen / Website (Online Judging Category)
- 10 Experimental (Actual Judging Category)
- 11 Student Work (Online Judging Category)

Please refer to each category details for more information.

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## Judges

The judging committee is chosen by all members of the of the Japan Typography Association (JTA) .

Awatsuji Misa, Ogawa Koshi, Ogawa Yohei, Kataoka Akira  
Codama Aya, Shigemura Naotoshi, Sugisaki Shinnoske  
Schmid Nicole, Takada Yukichi, Takahashi Yoshimaru  
Nakano Takeo, Yasojima Hiroaki  
Fukasawa Nana (guest / Grand Prix winner of the Japan Typography Annual 2024)

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## Prizes

### Grand Prize

The single work and designer judged to be particularly outstanding this year.

### Best Works

Several of the selected entries that receive high ratings in the judging.

### Judge's Award (General Category)

Works or creators will be chosen by judges based on personal opinion. Winners will awarded an honorable certificate at the award ceremony.

Announcement of selected entries and selected entrants will be notified by mail in November.

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## Entry

All applications must be made online.

<https://annual.typography.or.jp/en>

### Process (for Actual Judging Category)

1. First, register your basic information (create an account). Enter the necessary information by following the steps in the entry site.
2. Upload sample images, screenshots, etc. of the work you wish to submit (this step is not necessary for video works).
3. Entry labels will be delivered to your email address.
4. Print and affix the entry label delivered by email to the back of the artwork. Pay the entry fee via PayPal. Enclose the work + entry list + a piece of paper with the PayPal payment screen printed on it, and ship it to Japan.
5. All entries must arrive by the deadline, September 30.

### Process (for Online Judging Category)

1. First, register your basic information (create an account). Enter the necessary information by following the steps in the entry site.
2. Please fill in the required information on the entry form and upload sample images or screenshots of your submitted work.  
Video works must be uploaded online in advance using a service such as YouTube. After uploading, please submit a link to your uploaded work via the online entry form.
3. Entry labels will be delivered to your email address.
4. If you are only entering an entry in the online category, you don't have to ship your work to Japan. Just attach the required documents to an e-mail (or upload them to an external server) and send them to the designated e-mail address (admin@typography.or.jp).  
The required documents are: PDF of the work + entry list + PDF or screenshot of the Paypal payment completion screen. As for the work PDF, there is a format for judging, so please download it. Once downloaded, lay out your artwork in the format.  
The categories for which formats are available are 1, 2, 3, 7, 8, 9 and 11.
5. Data must be sent by the deadline, September 30.

**\*For categories 1 & 11, online judging will also be conducted, but actual works should be sent to Japan since actual judging will also be conducted.**

### 1 Visual Identity

**(1st screening/Online → 2nd screening/Actual Judging Category)**  
**Implementations of a comprehensive corporate identity, design manuals, actual applications or photos envelopes, letterheads, and other stationery**

Download the format for category 1 from the yearbook entry website (<https://annual.typography.or.jp/en/exhibit-guidelines-and-documents/>).

#### Artwork

Please reduce the size of the layout so that it fits within the blue frame.

#### Entry Number

Please enter the entry number that was sent to you in the e-mail sent at the time of entry. Please adhere to the file name "category\_entrynumber\_exhibitorname.pdf".

\*After passing the online judging, the actual work will be judged, but it takes time for the work to arrive in Japan from overseas, so please send the actual work to Japan at the same time you send the online judging PDF.

\*For Actual Judging : Arrange work on an A2 sized board 1 mm thick. On the back of the pasteboard, attach a duplicate set of all items. (envelopes, letterheads, etc.)

### 2 Logotype and Symbol Mark (Online Judging Category)

Download the format for category 2 from the yearbook entry website (<https://annual.typography.or.jp/en/exhibit-guidelines-and-documents/>).

#### Artwork

Please lay out your work alone within the blue frame.

The number of logotypes and symbols that can be laid out in the format is limited to one. Different colors, different names of the same series, etc. cannot be laid out in the same format.

#### Entry Number

Please enter the entry number that was sent to you in the e-mail sent at the time of entry. Please adhere to the file name "category\_entrynumber\_exhibitorname.pdf".

### 3 Type Design (Online Judging Category)

**New typefaces, corporate typefaces, etc.**

Download the format for category 3 from the yearbook entry website (<https://annual.typography.or.jp/en/exhibit-guidelines-and-documents/>). Please feel free to select portrait or landscape.

#### Artwork

Please lay out 1 & 2 in the blue box.

1. character type sample (required)
2. composition sample (required)

#### Entry Number

Please enter the entry number that was sent to you in the e-mail sent at the time of entry. Please adhere to the file name "category\_entrynumber\_exhibitorname.pdf".

### 4 Graphics (Actual Judging Category)

**Corporate profiles, annual reports, catalogs, calendars, posters, newspaper / magazine ads, etc.**

Relatively smaller graphic work, including postcards, and catalogs

Arrange work on an A2 sized board 1 mm thick.

Works larger than A2 format may be exhibited as is.

## **5 Book and Editorial Design (Actual Judging Category)**

Books, magazines, and other similar media (specifically for sale) Actual items will be exhibited Please insert up to 5 tags on pages you would prefer to show.

Attach the entry label either on the inside back cover or jacket flap.

## **6 Packaging (Actual Judging Category)**

Product packaging, shopping bags, covers, etc.

Actual items will be exhibited.

If the actual work is too large, mount a photo of the work on an A2 sized board 1 mm thick.

## **7 Infographic (Online Judging Category)**

Pictogram, ideograms, diagrams, graphs, maps, statistical, conceptual, and explanatory charts

Download the format for category 7 from the yearbook entry website (<https://annual.typography.or.jp/en/exhibit-guidelines-and-documents/>). Please feel free to select portrait or landscape.

### Artwork

Please reduce the size of the layout so that it fits within the blue frame. Please lay out pictograms so that they are all the same size and evenly spaced.

### Entry Number

Please enter the entry number that was sent to you in the e-mail sent at the time of entry. Please adhere to the file name

"category\_entrynumber\_exhibitorname.pdf".

## **8 Display and Environment (Online Judging Category)**

Download the format for category 8 from the yearbook entry website (<https://annual.typography.or.jp/en/exhibit-guidelines-and-documents/>). Please feel free to select portrait or landscape.

### Artwork

Please reduce the size of the layout so that it fits within the blue frame.

### Entry Number

Please enter the entry number that was sent to you in the e-mail sent at the time of entry. Please adhere to the file name

"category\_entrynumber\_exhibitorname.pdf".

## **9 On Screen / Website (Online Judging Category)**

**Digital media, motion typography, movies, computer graphics, websites, software, etc.**

### For On Screen

Each on screen / media work must be previously uploaded to a website such as YouTube, and the link to the work copied and pasted in the online entry form.

We recommend a 16:9 aspect ratio. Please make sure that the movie quality is fit for judging, and the online service you upload the video to allows for downloads.

When filling in your online entry, enter the web address of the video in the form. Please make note of any specific directions you have with the work (such as start times and finish times, etc.). Your work will be downloaded for the judging.

\*During the examination, all movies will be given a play time on 90 seconds. If no start and finish times are set, the movie will start at the beginning of your video, play to the 90 second mark, and loop.

\*Images and entry labels are unnecessary for video works.

#### In the case of Websites

To provide an outline of your website design, select 5 pages or less and copy the website addresses of each page into your entry. Please upload a screen shot of the pages you are referencing in addition.

\*Entry labels are not necessary for website entries.

Once your web entry is complete, you send an email and the entire listing process is complete.

The required documents are the entry list and a PDF of the PayPal payment screen.

As for the artwork, you do not need to enclose it in the email since the URL of the artwork is entered at the time of web entry.

### **10 Experimental (Actual Judging Category) Visual typographic work for independent projects**

Arrange work on an A2 sized board 1 mm thick.

All works larger than A2 may be exhibited as is.

### **11 Student Work**

**(1st screening / Online → 2nd screening / Actual Judging Category)**

**Work created by students, such as independent or school projects.**

**Only students may be involved in the art direction and design of such projects.**

Download the format for category 11 from the yearbook entry website (<https://annual.typography.or.jp/en/exhibit-guidelines-and-documents/>). Please feel free to select portrait or landscape.

#### Artwork

Please reduce the size of the layout so that it fits within the blue frame.

#### Entry Number

Please enter the entry number that was sent to you in the e-mail sent at the time of entry. Please adhere to the file name "category\_entrynumber\_exhibitorname.pdf".

\*After passing the online judging, the actual work will be judged, but it takes time for the work to arrive in Japan from overseas, so please send the actual work to Japan at the same time you send the online judging PDF.

\*For Actual Judging : Any student works submitted may be applicable to any category, as long as the work contains some form of typography. Follow the submission guidelines for categories 1–10.

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## **Entry fee**

	Regular	Student	JTA Member	JTA Student Supporter
Single	US\$25	US\$13	US\$20	US\$10
Series (2 works)	US\$45	US\$23	US\$36	US\$18
Series (3-5 works)	US\$60	US\$30	US\$48	US\$24
Series (6-10 works)	US\$90	US\$45	US\$72	US\$36

### **Regarding fees**

In the case that the number of works in a set exceeds 10, please make a separate, joint application for the additional numbers by following the pricing guidelines above.

• For example, In the case of 13 works, set of 10 (fee US\$90) + set of 3 (fee US\$60) = US\$150 total.

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## Payment Entry Fee

Please note that all payments are now received via PayPal. Register at the PayPal website to pay by credit card. More details on payment methods are available at PayPal's official website: <https://www.paypal.com/jp/webapps/mpp/personal>. The payment recipient must be "office@typography.or.jp". After creating your own account on the PayPal website, follow the easy instructions for payment. When paying, designate the above mentioned address as the payment recipient, input the correct amount due to be paid, select "merchandise" as the item of payment and continue until payment has been completed.

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## Shipping & Mail address

### Shipping address ( For entries in categories 1, 4, 5, 6, 10, and 11) :

Japan Typography Association  
3-12-7F Nihonbashi-kobunacho Chuo-ku Tokyo 103-0023 Japan Phone  
+81-3-6661-7627 Fax +81-3-6661-7628  
All works should indicate "No Commercial Value" on the cover of the package.

### Mail address ( For entries in categories 1, 2, 3, 7, 8, 9, and 11) :

admin@typography.or.jp

### Deadline

Entries must be received by JTA on Monday, September 30, 2024.

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## Announcement

- Announcement of and entries selected entrants will be notified by mail in November.
- You will be asked to submit data for printing if your artwork is selected. Formats, etc. for submission will be stated with an acceptance notice .

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## Notes

- About the series work. If a work is entered in a series, it may only be entered in the same category. You may not submit a work as a series of works in more than one category.
- A series refers to a work planned and created as a set of two or more pieces. It is not merely a collection of individual pieces. The editorial staff will choose which pieces to include in the publication.
- When submitting the same work to more than one category, submit a copy of the work to each category.
- The entry label will be automatically sent to the applicant's designated e-mail address after the entry has been received.
- If you are uncertain of which category your work falls into, leave it blank. The judges will decide for you.
- If a mistake has been made in your category entry, you may move to a different category.
- Entry procedures apply to all entrants, regardless of where they reside.
- We do not accept anything framed.
- Before submitting your piece for entry, please make sure to obtain agreement from the parties involved in the work, such as your collaborator, agent or client. If any objections should later arise from such parties regarding work included in *Japan Typography Annual 2025*, they should be handled solely by the entrant.
- The information you provide on the entry form will appear in the publication. Be sure that everything is accurate, including spelling. They may not be changed after selection.
- Entries will not be returned.
- Entries may also be shown or published in JTA-sponsored exhibitions and other promotional uses.
- Be aware that JTA will take no responsibility for damages to works due to accidents or other unexpected events.
- We do not accept cheques for overseas submission fees.