



Poster contest: **Standards make cities smarter**

Specifications

Size: ISO A2 format (420 x 594 mm)

Paper: White

Elements to appear on the poster

1. The logos of:



- International Electrotechnical Commission (IEC)
- International Organization for Standardization (ISO)
- International Telecommunication Union (ITU)

These logos, shown above, can be downloaded by right clicking on the links below:

[IEC logo](#) (right click to download)

[ISO logo](#) (right click to download)

[ITU logo](#) (right click to download)

2. The following texts (the black type – the blue type gives you instructions)

- World Standards Day
- 14 October 2017
- Standards make cities smarter ([World Standards Day 2017 theme](#))
- Designed by ([name of artist\(s\)](#) in 7-point font size)
- Format A2 (ISO 216) ([in 7-point font size](#))

Your poster proposal should be sent to wsd2017@worldstandardscooperation.org as a Web definition PDF file, along with a photo and short biography of the artist(s).

If your design is selected as a prize winner, you will be asked to supply for printing:

- A high definition (300 dpi resolution) file of the poster, with a 5 mm bleed on all four sides
- The original files including fonts and graphics
- The text must be editable for countries who will want to reproduce the posters in their national languages
- The files should be editable in InDesign, Photoshop or Illustrator.