



## **OPEN CALL:** **RECORD STORE DAY DESIGN COMPETITION 2025**

**Deadline: 13 January 2025 | Prize: 1,200 €**

### **Facts & Figures**

For the 18th time, the international day of indie record shops, called "RECORD STORE DAY" or "RSD", will take place in April 2025. In Germany, Austria and Switzerland, the event attracts around 150,000 record enthusiasts to the approximately 240 participating record shops. Around 400 exclusive and limited releases from international stars such as the *Foo Fighters*, *Taylor Swift*, *Olivia Rodrigo* and *The 1975*, as well as big national names such as *Udo Lindenberg*, *Nina Hagen* and *Olli Schulz*, will be waiting for record lovers on this special day and only in participating record stores. Numerous record store concerts, parties and "RSD in concert" editions complement the RSD and make the day a strong driving force for music culture – both nationally and internationally.

### **Aim of the competition**

The fifth RECORD STORE DAY design competition is open to all creative minds in Germany, Austria and Switzerland. The aim is a new design and a new CI for RECORD STORE DAY 2024 in Germany, Austria and Switzerland, which will be used on all advertising material such as tote bags, posters, postcards and stickers, the RSD homepage and on social media as part of the 18<sup>th</sup> RECORD STORE DAY. The design should be related to vinyl, record stores and/or the idea behind the RECORD STORE DAY.

### **Prize**

The winner's design is endowed with **1,200 euros** (gross).

### **Jury**

The jury consists of contacts from the following partners:

*MINT Magazin, VISIONS, Millerntor Gallery, Bundesverband Musikindustrie (BVMI), RSD GSA*

The jury will select their top 3 favourites from all entries. The winner will then be chosen from these three entries by a public vote via the social media channels of RECORD STORE DAY GSA. The jury applies the following criteria to evaluate the entries:

1. *Creativity / artistic level*
2. *Fulfilment of the formal design requirements*

### **IMPORTANT: Formal design requirements**

- The official RECORD STORE DAY logo (see OneDrive folder "Logos") should be a central part of the design: <https://bit.ly/41j9rRI>
- The design must be created in a way that sponsor logos (number still open, round about 10-15) can be placed in the footer.
- The possibility to easily adapt the basic design to other advertising media and formats is desirable.

### **Participation and registration deadline**

One design may be submitted per participant. The fully completed entry form with the copyright declaration must be enclosed with the submitted design. A short text on the design is welcome.

The closing date for entries is **13 January 2025**.

### **Submission**

Submissions are to be sent in **digital form only** (initially in PDF format, open files on request) via e-mail to [info@recordstoredaygermany.de](mailto:info@recordstoredaygermany.de). If the file size exceeds 10 MB, please send it via Wettransfer / Google Drive / Dropbox. The design must be submitted as printable PDF file for DIN A1 format (PDF format X1a, embedded working profile and/or output intent ISOcoated v2, min. 150dpi resolution in output format DIN A1). All motifs must be printable in four colours (CMYK, standard offset printing / ISO scale, no special colours). Templates with the required specifications are available at: <https://bit.ly/41j9rRI>

### **Conditions of participation & rights of use**

By accepting the award, the author transfers the exclusive and unrestricted (in terms of time and space) right of use and exploitation of the award-winning design to RECORD STORE DAY (including the right of modification and adaptation). The author may only use the design for his or her own presentation purposes. All participants of the competition agree to a possible publication of their designs in the sense of reporting or documentation of the competition or an exhibition even beyond the competition period. However, the further right of use remains with the respective designer.

By participating in the competition, all participants accept these conditions. RECORD STORE DAY reserves the right to exclude entries from the competition which do not meet the requirements. The legal process is excluded.

### **Contact:**

All questions regarding the design competition via e-mail only to:  
[info@recordstoredaygermany.de](mailto:info@recordstoredaygermany.de)

### **Partners of RECORD STORE DAY design competition 2025:**





Via e-mail to:

[info@recordstoredaygermany.de](mailto:info@recordstoredaygermany.de)

## PARTICIPATION: RECORD STORE DAY design competition 2025



.....  
NAME / SURNAME

.....  
ADDRESS

.....  
ZIP / CITY

.....  
TELEPHONE

.....  
E-MAIL

.....  
WEBSITE

### Closing date is 13 January 2025

Professional profile:

I have been working as a creative since \_\_\_\_\_ (year) at (company / self-employed):

.....

I am a student in training at or enrolled in a technical college or university:

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To participate in the RECORD STORE DAY design competition 2025, a design must be submitted in digital form according to the specifications above. Submitted documents cannot be returned. The information above must be provided truthfully. By entering the competition, the entrant confirms that his/her entry and its publication do not violate or infringe any third-party's rights. This also applies to all texts and images used. The organiser shall be held harmless from any third-party liability. With my signature I confirm that I have read the terms and conditions of the competition and agree to all of them. I grant the organiser the right to publish my competition entry. With my signature I acknowledge that I have read and understood this paragraph.

.....  
DATE / SIGNATURE (sent as a completed PDF by e-mail with digital signature or also valid without a signature)

Organiser:  
RECORD STORE DAY  
c/o Jan Köpke  
Stahlwiete 10  
22761 Hamburg