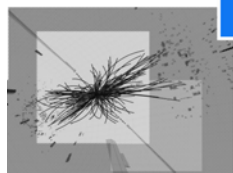


COMPETITIVE CALL
for the design of
a brand/logotype and a poster



International
Conference on
High Energy Physics
ICHEP 2022

ICHEP2022  

EVENT

2022 INTERNATIONAL ICHEP CONFERENCE COMES TO ITALY AND SEEKS ITS IMAGE

ICHEP, the International Conference on High Energy Physics, is coming to Italy for the first time from 6-13 July 2022. It will gather in Bologna theoretical and experimental physicists from around the world who are engaged in the field of particle physics. On the occasion of this big event, the conference organising committee has launched, in collaboration with [AIAP, the Italian Association for Visual Communication](#), a competition for designing a brand or logotype and poster that define the visual identity of the 2022 edition of the prestigious conference, with a prize of €3,000.

The competition is aimed at students in design, graphic design, and communication design courses as well as graphic designers and designers - both individually or organised in groups - who will have up to 15 December to send in their work. The brand or logotype will need to constitute the distinctive, identifying element of the event, synthesising, in a single image, both regional aspects, linked to the peculiarities of the host city, and scientific ones, i.e. those pertaining to the conference theme. The poster will, on the other hand, be the essential tool for presenting the event: it will need to be visually coherent with the brand or logotype and will need to contain text and institutional logos. The organisation of the 41st edition of the conference, was entrusted to the INFN divisions of Bologna and Ferrara. ■