Emblem selection shortlisting process
Emblem selection process

The period for accepting emblems design entries is noon, 24 November to noon, 7 December 2015. All submitted entries will be subject to the seven-stage selection process outlined below: An explanation of the format check and design check is provided on this document.

**First format check**
- Entries that do not meet the basic production requirements will be discarded

**Second format check**
- Entries that are easily confused with a widely-known existing logo or emblem, clearly contravene public order requirements, or are composed only of a general design will be discarded

**First design check**
- Design evaluations conducted by groups containing a small number of people

**Second design check**
- Design evaluations conducted by groups containing a large number of people

**Evaluation by the Emblems Selection Committee**
- Members of the Emblem Selection Committee will evaluate entries from a variety of perspectives

**Domestic and international trademark verification process**
- Domestic and international trademark verification process

**Final selection**
- Selection of winning entry based on a variety of views

Examination of whether the general public will be involved in the selection process

Please note that the above details may be subject to change.
First format check (Checking compliance to terms and conditions for production of design)

Objective of the first format check

All entries will be checked to ensure they comply with the following points.

Items to be checked

- Designs that lack any of the elements composing the emblem.
- Designs where the order of each element composing the emblem are changed or grouped together.
- Designs composed entirely of a single alphabet letter or a general shape or form.
- Designs that include information that enable the identification of the applicant.
- Designs that have modified the Olympic Rings and, or Paralympic Agitos.
- Designs that incorporate the Olympic torch or medals.

Evaluation system

Approx. 30 Emblems Selection Secretariats
This stage will take approx. six days (including the second format check)

Details of process

- We will ensure that two members of staff evaluate each entry for compliance with the above points
- If both members of staff agree, the entry will be either forwarded to the next stage of the selection process or discarded. If the members cannot reach an agreement, a senior member of staff will make a final adjudication.

Please note that the above details may be subject to change.
Second format check (Brief check for compliance with legal requirements)

Objective of the second format check

Entries that pass the first check for format requirements will then be subject to a brief check to ensure compliance with the below legal requirements.

Items to be checked

- Designs that are likely to be confused with widely recognised images (e.g. national flags, symbols of international institutions, etc.)
- Designs that are likely to be confused with the marks of the Japanese Olympic Committee (JOC), the Japanese Paralympic Committee (JPC), or other sporting organisations
- Designs that contain a political, religious or commercial message.
- Designs that contain an anti-social element or slander; designs that contravene public order or other laws and regulations.
- Designs that are likely to infringe on the rights including copyrights, trademark rights, etc. of any third party.

Evaluation system

Checks will be conducted by four groups of two people each from the Emblem Selection Secretariat (advice will be provided by personnel from the Organising Committee involved in legal affairs and specialists from related organisations). These checks, along with the first check on format requirements, will take approx. six days.

Details of process

- Three groups will conduct checks on entries.
- Entries that do not pass this stage of the process will be forwarded to a separate group for double-checking. This will prevent any entries from being mistakenly discarded.

Please note that the above details may be subject to change.
First design check

Emblem selection shortlisting process

- First format check
- Second format check
- First design check
- Second design check

Evaluation by the Emblems Selection Committee

Domestic and international trademark verification process

Final selection by the Tokyo 2020 Emblems Selection Committee

Objective of the first design check

Entries that pass the second format check will be evaluated from a design perspective by a group containing a small number of people.

Evaluation system

Two groups of 6–8 people (including members of the selection committee specialising in design and independent design specialists). This process will take three days.

Selection criteria

- Empathy: be able to elicit empathy of many people
- Symbolism: be able to become a symbol of the Tokyo 2020 Games
- Originality: be full of originality and distinctiveness
- Aesthetic sense: be outstanding as a design
- Scalability: be able to be used in various forms of media, including licensed products and Games adornments, etc.
- Reproducibility: there is little change to the design image when reproduced not only in colour but also in monochrome and enlarged or reduced

Details of process

- Each entry will be projected on a high definition display monitor and will be evaluated by a group of 6–8 people.
- Members of the selection panel will vote on each entry. Entries that obtain a specified number of votes will be forwarded to the next stage of the selection process.

Please note that the above details may be subject to change.
Second design check

Objective of the second design check

Entries that have passed the first design check will then be forwarded to the second stage of design evaluation. This process will be conducted by a group containing a large number of people.

Evaluation system

13 Emblem Selection Committee members, One (each) group will take two days.

Selection criteria

- Empathy: be able to elicit empathy of many people
- Symbolism: be able to become a symbol of the Tokyo 2020 Games
- Originality: be full of originality and distinctiveness
- Aesthetic sense: be outstanding as a design
- Scalability: be able to be used in various forms of media, including licensed products and Games adornments, etc.
- Reproducibility: there is little change to the design image when reproduced not only in colour but also in monochrome and enlarged or reduced

Details of process

- Each entry will be projected on a high definition display monitor and will be evaluated by a group of approx. 15 Emblem Selection Committee members.
- Members of the selection committee will vote on each entry.
- The Emblems Selection Committee will ensure that sufficient time is given to evaluation of entries that have gained the most votes.

Please note that the above details may be subject to change.