

**The Japan Foundation  
Center for Global Partnership (CGP), NY**

**Mask Up 2020**

(U.S.-Japan Face Mask Design Contest 2020)

New Info Added:  
Prizes & Website!

The CDC recommends the use of face masks to curb the transmission of the COVID-19 virus and **CGP is launching “Mask Up 2020”, an original face mask design contest**, to encourage mask wearing through fun, creative mask designs.

“**Mask Up 2020**” is open to all amateur creators, from children to adults; participation is free. Along with an advisory committee, participants will decide the winning designs. The winning designs will be printed on masks and distributed to interested medical institutions and nonprofit Japan-related organizations such as Japan-America Societies, Japanese Gardens, etc.; winners will receive 25 of their designed face masks and gifts cards for [Kinokuniya Books](#) and [Blick Art Materials](#).

For details on the contest, please see the submission guidelines below; item **6. How to Enter** includes links to the necessary 1) “**entry and release form**” and 2) **mask template**.

**Submission Guidelines**

**1. Basic Information**

- a. Design Intent: Original face mask designs for “**Mask Up 2020**”
- b. Design Theme: Designs representing the U.S.-Japan relationship
- c. Design Concept Description: Up to 75 words
- d. Design Guidelines:
  - 1) Design must be original; cannot be under copyright of another artist or entity (e.g. characters such as Pikachu, Totoro; mascots, etc. cannot be used)
    - Designs that infringe on copyrights will not be considered
  - 2) Design must remain within the borders of the CGP mask design template
    - The texture of the fabric and size of the design make it difficult to reproduce intricate designs
  - 3) Colors: a maximum of 5 colors may be used (No additional items may be attached or incorporated, e.g. beads, ribbons, etc.)
    - Different shades or hues will be counted as different colors (e.g. light blue and dark blue are two different colors)
    - The printing process may cause slight changes in color and may require modifications
  - 4) Mask Details: 3-ply cotton with ear loops (tentative)
- e. Entry and Release Form:
  - 1) Please complete the CGP Entry and Release Form which requires a signature, a design title and a brief description of the design concept
- f. Mask Design Template:
  - 1) Please use the CGP mask design template
- g. Submitted designs will not be returned

## 2. Eligibility

Entrants must be residing in the United States

*\* This contest is for amateurs only; submissions from professionals will not be considered*

## 3. Number of Submissions

1 entry is allowed per individual or group (e.g. family members, classmates, etc.)

### 3.1 Prizes for Winners

Win gift cards for [Kinokuniya Books](#) and [Blick Art Materials](#)

## 4. Awards

Winning designs will be decided by contest entrants and an advisory committee.

### a. Entrant Voting:

Those submitting designs can vote for their favorite face mask designs:

- 1) Review designs and submit votes through the “[Mask Up 2020](#)” webpage
- 2) Vote for up to 3 designs – entrants (individuals and groups) cannot vote for their own design
- 3) Vote only 1 time; groups only have 1 vote irrespective of the number of members; therefore, please carefully discuss as a group and vote once
- 4) Votes will be tabulated and the 3 face mask designs receiving the most votes will be considered winners

### b. Advisory Committee Judging Criteria:

The advisory committee, composed of design professionals and Japan-based entities, will judge designs on the following criteria:

- 1) Interpretation of the theme (the U.S.-Japan relationship)
- 2) Design concept description
- 3) Use of color
- 4) Originality

Winning designs will be announced March 1, 2021, live on [our YouTube channel](#).

## 5. Copyright

Copyrights to the winning designs belong to the entrants; however, the Japan Foundation reserves the exclusive right to use these designs for various purposes (in other forms of promotion in addition to **Mask Up 2020**, e.g. in other printed promotional materials, in online social media, etc.). Uses that contravene public order and decency will not be permitted.

## 6. How to Enter

Submit the following 2 items, as 2 separate files, by email to [maskup2020@cgp.org](mailto:maskup2020@cgp.org):

- 1) Completed and signed “[Entry and Release Form](#)”, includes the design title and design concept description
- 2) [Original face mask design template](#) (PDF, AI, EPS, JPEG, PNG), includes entrant’s name and design title

## 7. Entry Process

- a. Deadline for submission: **Friday, January 22, 2021 by 6:00pm (EST)**
- b. Voting and judging: February 8-17, 2021 (EST)
- c. Winners announced: March 1, 2021, live on our [YouTube channel](#)

Please visit our website for more details and necessary documents: <https://www.cgp.org/maskup2020>

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For any inquiries, please email: [maskup2020@cgp.org](mailto:maskup2020@cgp.org)