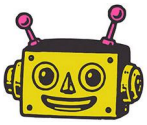


TDC73 ENTRY & MEDIA GUIDE



Gabby, the TDC Entry Site chatbot, has been trained on all the information in this document. Give Gabby a try!

ABOUT the TDC73 COMPETITION

The Type Directors Club has been recognizing typographic achievement for over seven decades. Last year's competition received entries from more than 60 countries, spanning agencies, studios, independent designers, and type foundries.

HOW TO USE THIS GUIDE

This guide walks you through everything you need to enter TDC73.
Navigate it effectively using the section structure below.

Quick Navigation:

- **Section 1:** Deadlines, Eligibility, and Rules
- **Section 2:** Entry Process
- **Section 3:** Disciplines + Categories
- **Section 4:** Submission Media Specs
- **Section 5:** Media Formats
- **Section 6:** Judging + Awards
- **Section 7:** Entry Fees
- **Section 8:** Rankings
- **Section 9:** FAQ + Resources

Glossary of Terms: Visit the HELP tab at enter.tdc.org

Bookmarked Index:

This PDF is indexed using Bookmarks. In your PDF viewer, open the Bookmarks panel to reveal this guide.

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Pro Tips:

- Review the entry information first. If you have multiple entries, organize your media into groups.
- Categories help our jury review your work accurately. But trust your instincts when selecting—don't overthink it!
- For multiple entries, you can also create credit groups in advance to save time.
- Take advantage of Early Bird pricing (save up to 50%)

There is a Glossary of Terms on the entry site HELP page, and the chatbot has been trained on these terms. Don't know what something means? Ask the Bot, or check the Glossary.

SECTION 1: **DEADLINES, ELIGIBILITY, and RULES**

Deadlines

Milestone	Date
Entries open	Tuesday, October 20, 2026
Early Deadline (save up to 50%)	Friday, January 22, 2027
Standard Deadline	Friday, February 12, 2027
Final Deadline (prices increase)	Friday, March 5, 2027
Physical items must be received by	Friday, March 12, 2027
Winners notified by email	Early May 2027

Prices vary by region and increase after each deadline.

Who Can Enter

- Professional designers (agencies, studios, in-house teams)
- Freelance designers and creatives
- Faculty and design educators
- Design firms and corporations
- Type Foundries
- Independent type designers and letterers
- Anyone involved in a project's design, production, or marketing

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STUDENTS: Please enter the Young Ones - TDC competition.

Current students and recent graduates should enter their student work at

youngones.org

Eligibility Requirements

Work must be produced/published between **January 1, 2026** and **December 31, 2026**

Geographic Restrictions

Due to U.S. government regulations, we cannot accept entries from: Cuba, Iran, North Korea, Russia, South Sudan, Sudan, or Syria.

Type Design Eligibility

ELIGIBLE ENTRIES: Any new typeface designs produced or published between January 1 and December 31, 2026, are eligible. Typeface designs may be submitted by anyone involved in their design, production, or marketing.

INELIGIBLE ENTRIES: Revisions or expansions of previously published digital typefaces are not eligible as long as they are confined to the same script/writing system. For instance, existing typefaces that have been upgraded with expanded character sets, additional typographic features, a larger range of styles, or extended language support within the same script(s) are excluded from competition.

EXCEPTION: Authorized versions of an existing typeface that add support for additional scripts (not covered by the original release) **are eligible**. For instance, a new Thai or Cyrillic version of an existing Latin typeface is eligible for submission.

Terms & Conditions

By submitting work into the competition, all entrants agree to the following:

In the event of any dispute regarding the eligibility of the entry's qualifications, the Discipline President's decision is final.

1. Entry is declared to be a 2026 production
2. I, the entrant, hereby grant the TDC permission to show the work(s) in exhibitions, on the TDC and One Club website archives, and to publish it/them in any other publications the TDC deems appropriate.
3. I, the entrant, also allow the TDC to use images of work(s) in all forms of publicity for the competition and exhibitions.
4. I, the entrant, hereby affirm that the materials I, the entrant, submit to the competition(s) and their publications will not infringe upon any personal, property or intellectual rights (i.e., copyright, trademark, and patent) of others and that I, the entrant, have full power to enter into this agreement and that all information is accurate and hold the TDC harmless from any action resulting from this entry material and information.

Code of Conduct

TDC maintains professional standards for all participants. Discrimination, harassment, or unprofessional behavior will not be tolerated.

SECTION 2: **ENTRY PROCESS**

Start here if you have never entered before.

To choose a discipline and category, see Section 3. For file requirements, see Sections 4 and 5. For fees, see Section 7.

Step 1: Account Setup

1. Visit enter.tdc.org
2. Complete the registration
3. Verify your email
4. Configure your profile (organization info, region)

Step 2: Prepare Assets

CREDITS and MEDIA can be found under MY ACCOUNT in the site navigation

HELPFUL PREPARATION TIPS:

- Media Library: If you plan to make more than one entry, upload your media in advance. You can manage your media through your MEDIA LIBRARY.
- Media Edits: Prior to final submission, you can edit media by going to MY ENTRIES / MANAGE MEDIA. There you can upload any additional images, videos, and PDFs you may want to use.

Refer to Section 4 for complete media specifications and accepted file types.

- Credit Groups: You can create credit groups to manage entries more efficiently when multiple entries share the same team or collaborators.

KEEP IN MIND:

- Credits will be published in the provided order (this is not adjustable)
- Primary/Secondary credits split ranking points
- The company listed as Primary will be published under the “Agency” heading in TDC and One Club archive listings.
- Companies listed as Secondary will be published with the Primary company
- If a company is credited in the “Other” section, it will not be ranked
- Individuals credited with a title of “Other” will not be ranked.

Step 3: Create Entry

1. Click “Create Entry”
2. Input Client / Brand and Entry Title
3. Select Discipline (Communication Design, Lettering, or Type Design)
4. Choose Category / Subcategory
5. Select Single or Series
6. Select Industry / Business Sector
7. Select Writing System(s)
8. Upload Media
9. Fill out the Information section (varies per Discipline)
10. Add Credits
11. Save as Draft

Step 4: Submit & Pay

1. Review all entries
2. Click “Proceed to Payment”
3. Complete payment
4. Download Invoice / Entry List
5. If submitting work for Physical Judging, be sure to download your Entry Labels.
6. Save confirmation emails

Note: Entries are not eligible for judging until the payment is processed.

SECTION 3: **DISCIPLINES + CATEGORIES**

OVERVIEW

CHOOSING A DISCIPLINE

The TDC Competition is divided into three disciplines: Communication Design, Lettering, and Type Design. Explore which discipline best suits your creative work.

CHOOSING A CATEGORY

We’ve done a major overhaul of the categories this year and have included definitions and examples to help you target the right place for your entry.

No matter which category you choose, the judges will review all entries. If you’re unsure about which category to select, don’t worry. Just make your best guess, and we promise to review your entry.

If you can’t find the perfect category, select the one you think comes closest. Or choose “Other”.

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Communication Design

Any design or creation that uses type, lettering, or written language as a significant element. This includes any creation where typography plays a significant role, such as:

Graphic design and branding; UI/UX design; Environmental design and architecture with typographic elements; Film, animation, and motion design; Social media campaigns; New media and digital experiences.

For projects where the dominant focus is Lettering, or to have the Lettering judged by itself, entries should be submitted into the Lettering discipline.

Lettering

Features work where letters were created or modified, including:

Contemporary lettering; Traditional or experimental calligraphy; Sign painting; Wordmarks and custom logos; Digital or analog distortions; Graffiti, Tattoos, Eccentric display typefaces; Hand-drawn or custom-crafted letterforms

Type Design

For entries showcasing the design of workable font software; this could mean single typefaces, type families, emoji or symbol fonts, or software for generating and creating type.

Decorative alphabets that are not workable typeface files can be submitted in the Lettering discipline.

Choose the category that best matches the details of your typeface / type family. Please choose the writing systems that your font(s) support. If you do not find the necessary writing system in the provided list, please choose “Other” and type in the name of the writing system your typeface supports.

LANGUAGES vs. WRITING SYSTEMS: Writing systems may support many different languages. Refer to the Hyperglot writing system list to see which languages are supported.

Type Design - Recommended Entry Materials

REQUIRED: Type Sample

The most important part of your submission is a PDF specimen (vector-based) that demonstrates the complete typeface or type family and all of its details. This is essential for the jury to analyze the typeface itself: the drawing quality of the letterforms, the completeness of the character set, diacritics, and other details.

The PDF can be multi-page and counts as a single image.

- Use black type on a white background. No decoration or additional design elements.
- Show the complete character set of each style included in your entry.

- For text typefaces, please include a text sample at an appropriate size to demonstrate spacing/color/texture on the page.

We recommend formatting your specimen to Tabloid or A3 page size in a landscape (wide) orientation.

RECOMMENDED: Type in Use

Additional layouts or images can help demonstrate possible ways the typeface can be used in real life. This is a chance to highlight specific, unique design features and details from your typeface, and/or to illustrate your intended use.

Show, Don't Sell.

The jury is not a customer you are trying to sell fonts to. Focus on showing what you think makes your design successful and unique.

REMINDER: To keep entries anonymous, the typeface, foundry, and designer name(s) **may NOT** appear on any of the samples.

SECTION 4: **SUBMISSION MEDIA SPECS**

All entries are required to submit Judging Media and Promotional Images:

- **Judging Media:** The primary material and content that the jury will review and score.
- **Promotional Images:** These images will be used for promotional purposes only and will not be judged.
- **Thumbnail:** Every entry requires a thumbnail image. The jury will see this for reference only; it will not be judged. These can be unique or selected from any of the project media.

ENTRY FORMATS

Entries can be submitted as images, videos, GIFs, and/or PDFs. Please ensure the resolution is high enough for the judges to view your work clearly on screen.

NON-IDENTIFICATION

To ensure anonymous and fair judgment of entries, the names of the designer, client, manufacturer, or distributor, typeface, foundry, etc., must not appear anywhere on the submission media files.

Exceptions: when the client name is part of the design (e.g., a logo, website, product, etc.)

File Specifications

- **Images:** JPG, PNG (longest side should be a minimum of 2400 px and a maximum of 4800 px, RGB). Maximum of 5 MB per image
- **Videos:** MP4, MOV (up to 2 minutes, 1920 x1080 minimum, 500 MB max)
- **PDFs:** 20 MB maximum, up to 20 pages
  (PDFs for book submissions may have as many pages as needed to show the complete book).
- **GIFs:** high-res GIF when possible; longest side a minimum of 2400 px and a maximum of 4800 px; 50 MB maximum.

SECTION 5: **MEDIA FORMATS**

Image, video, PDF, and GIF files will only be accepted through the online entry system. File sizes, dimensions, and formats are in the File Specifications above (Section 4).

IMAGES

Image files will only be accepted through the online entry system. Images submitted can be:

- **Artwork Image** (the original content or artwork as it originally appeared).
- **Project Image** (installation, in-situ, detail/closeup, project boards, etc.)

NOTE: For project board images, all information should be large enough to be clearly visible when projected or viewed on a small monitor.

VIDEO

Videos submitted can be:

- **Content Video** (the original content as it ran)
  Please reference the individual categories for length restrictions.
- **Project Video** (case study, behind the scenes, trailer, cut-down, demo, screen recording, etc.)
  Case Study and Project Videos should be no longer than 2 minutes.

ASPECT RATIO / RESOLUTION

- 1920 x 1080 is preferred for judging (though videos of any aspect ratio are allowed).

FORMAT

- .mov or .mp4

FILE SIZE

- Each file must be no larger than 500 MB

OTHER

- Do NOT include color bars or tone
- Do NOT include agency information or slates

LENGTH

Case Study and Project videos should be limited to no longer than 2 minutes.

PDF

PDFs can be:

- **Project PDF** (contains images, graphics, and copy providing information about the project)
- **Publication PDF** (full booklets, brochures, books, magazines, etc.)

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ALL PDFS

- Files must be exported at a high resolution, with limited compression.
- Entrant and client names should be limited to the entry site data fields. This helps ensure the entries appear anonymously to the jury.
- FILE SIZE - Each file must be no larger than 20 MB

PROJECT PDF

- Images, graphics, and copy should be provided in a single file
- Project PDFs should be no more than 20 pages. Avoid redundant mockups of the design in multiple contexts. Focus on presenting the work clearly. **Exception:** Book designs can contain as many pages as are needed to show the complete book.

PUBLICATION PDF

- Physical books should be entered as multi-page documents.
- Publication PDFs should not contain any extraneous project information. They should be a digital version of the book as it was printed.

PLEASE NOTE

- Password-protected PDFs are **NOT** accepted.
- Digital publications may be entered as PDFs, provided they contain their original interactive components.

ANIMATED GIF

GIFs submitted can be:

- Content Animation (the original content or artwork as it ran)

DIMENSIONS

The longest side of each image should be

- MINIMUM: 2400 pixels
- MAXIMUM: 4800 pixels

FILE SIZE

- Each file must be no larger than 50 MB

FORMAT

- Each file should be a high-res GIF when possible

PLEASE NOTE

For artwork animations in a language other than English, please provide an English translation in the “Judging Description / Translation” field with the individual GIF file.

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TYPE DESIGN SUBMISSIONS

See Section 3: Type Design > Recommended Entry Materials.

PHYSICAL SUBMISSIONS

Physical entries will ONLY be accepted in the COMMUNICATION DESIGN discipline for the following selected categories:

Analog Typesetting; Apparel; Jewelry / Accessories; Board Games / Cards;
Booklets / Brochures / Catalogs / Menus; Calendars / Diaries / Journals; Fabricated Products: Fabric;
Housewares + Homegoods; Album Packaging (LP, CD, Cassette); Product Packaging; Posters;
Books; Graphic Novels / Comics; Magazines; Newspapers; Zines and other Self-Published items;
Sports Team Apparel / Equipment / Hardware; Stationery / Invitations / Announcements.

See individual categories to see if physical items are accepted.

Physical material entries should be the **original content** (or artwork that shows the original content as it ran or was produced)

ALL PHYSICAL MATERIAL SUBMISSIONS MUST INCLUDE

- An entry label must be securely attached to each piece
- Entry labels can be printed from the entry system for all physical judging media.
  Once your submission is finalized and paid, you can find the label on the INVOICES page.
- A tracking number or record locator is provided by the mailing service

Physical submissions must be received no later than Friday, March 12, 2027:

The One Club for Creativity
ATTN: TDC73 Awards
450 West 31st Street FL 6
New York, NY 10001 USA

Flat Prints

- An entry label should be securely attached to the back of each printed piece
- For Series entries, prints should be taped together horizontally
- Flat prints should not be mounted
- Prints should be submitted at the original size in which they ran or were published

Dimensional Work

For dimensional work (e.g., product packaging), the entry label should be attached as securely as possible in a location that does not obscure the piece.

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Required Supporting Media

- All Physical Submissions also require digital supporting media (images, video) that can be viewed by the jury at their discretion.
- During physical judging, supporting digital media will be viewed on a hand-held tablet. Images and text on digital files should be large enough to be viewed in this format.

SECTION 6: **JUDGING + AWARDS**

International Jury Composition

- For each of the three disciplines (Communication Design, Lettering, Type Design), there is a Discipline President whose duties include selecting a jury of top typographers and type designers from around the world and facilitating the judging process. The TDC73 Jury Presidents will be announced in November 2026, and the full jury in January 2027.
- Our juries include native experts for multiple writing systems, including Arabic, Cyrillic, Chinese, Japanese, Korean, Gujarati, Devanagari, and many more. Dedicated juries for each discipline ensure appropriate expertise within that discipline.

Judging Criteria

Entries will be evaluated based on:

- Technical Excellence
- Conceptual Strength
- Innovation/Advancement of the Discipline
- Cultural Relevance
- Craft Quality

Awards

Last year, TDC introduced the Type-High award, given out in Gold, Silver, and Bronze. These special awards signify the best of the best in each of the three competition disciplines (Communication Design, Lettering, and Type Design).

Award Type	Description
Type-High Awards	Gold, Silver, Bronze (multiple awards - not limited to three)
Best of Discipline	Highest scoring (1 per discipline)
Judges' Choice	Jury favorites
TDC Certificate of Typographic Excellence	All winners who do not receive a Type-High award

Winner Benefits

- TDC Certificate of Typographic Excellence or Type-High Award
- Digital seal for online/social promotion
- One-year TDC membership
- Option to participate in TDC's global travel exhibitions
- Your work presented on both the TDC and One Club online archives
- New York City Award Ceremony & Exhibition
- Social media coverage
- Global Creative Rankings points

SECTION 7: **ENTRY FEES**

Entry Fees

Deadline	Date	Rate
Early	Friday, January 22, 2027	Up to 50% off
Standard	Friday, February 12, 2027	Standard rate
Final	Friday, March 5, 2027	Premium rate

Regional Pricing

To make TDC73 as accessible as possible globally, the organization is offering significant regional discounts on entry fees. Approximately half of the world's countries qualify for a 60% discount, another quarter receive a 20% discount, and only the most economically prosperous countries and regions pay the full entry fee. Additional discounts are also available to TDC members.

Check specific rates at checkout for your region

To automatically see the rates for your region, create an account and sign in.

Payment Process

Important Notes:

- All fees are non-refundable and non-transferable once submitted
- Entries not eligible for judging until payment is processed
- Invoice with entry list provided upon payment
- Multiple payment methods accepted: AMEX, MasterCard, VISA and Discover, plus Alipay / WeChat Pay. Payments are subject to a 3% processing fee.

SECTION 8: **RANKINGS**

Creative Rankings

Individuals are ranked within each specific creative title as well as a full list of all individuals, regardless of title. Please note that if an individual is credited with a title of “Other” they will not be ranked.

Company Rankings

Companies earn ranking points from the winning entries on which they are credited as a Primary or Secondary company. Specific Company Types are separated into different rankings lists (Agency, Production Company, etc.).

- Points are only awarded to companies listed as Primary or Secondary credits
- Points are assigned and distributed based on Company Type (Agency, Brand-Side Agency, Design Studio, Production Company, etc.).
- Points are divided equally among companies of the same type
- Points are given in full to each company of different types

Networks and Holding Companies

Networks and Holding Companies are ranked from the cumulative points earned by their individual network offices.

Client Rankings

Clients are ranked from the cumulative points earned by their brand on individual winning works, regardless of agency, production company, studio, or freelancer.

Regional Rankings

Global Regions are ranked from the cumulative points earned by the individual countries represented on winning entries. Countries are grouped into the following regions:

- Asia Pacific
- Europe
- Latin America
- Middle East & Africa
- North America

Global Rankings

Creatives and Companies achieve a One Club Global Ranking with their combined ADC Annual Awards, One Show and TDC Awards ranking points. The Global Rankings are updated at the end of each calendar year to include the results of the ONE Asia and ADC Europe Awards.

SECTION 9: **FAQ + RESOURCES**

FAQs

Q: Can I enter the same project in multiple categories?
A: Yes, but be sure your Judging Media shows the required content for that category.

Q: Are physical materials returned?
A: No

Q: Can I update media after submission?
A: If necessary. Contact the TDC Team; limited edits possible

Q: Can I enter work from 2025 that was finalized in 2026?
A: Only if first published/released in 2026

Q: Do juries install apps for judging?
A: No, you must use videos/URLs to demonstrate interactive work

Contact Information

TDC73 Competition: competition@tdc.org

Student Competition: education@oneclub.org

Website: enter.tdc.org

When contacting the Competition, please include the following in the subject line:

TDC73 Competition - Your Entry ID# - and title

Your Entry Fees Support Our Work

The One Club for Creativity, the world's foremost nonprofit organization whose mission is to support and celebrate the global creative community, uses revenue from entry fees to fund a range of initiatives for our industry. Learn more about The One Club and all our programs and events.

Members of The One Club for Creativity become part of an international community that stands behind our mission to champion excellence in advertising and design in all its forms. We offer memberships on individual and corporate levels. Learn more about becoming a member.

Glossary of Terms

Please visit **enter.tdc.org** and select "Glossary of Terms" under the HELP menu.

Or ask our chatbot, which has been trained on all the terms on the entry site.

Fictitious Work

Fictitious designs using the name of an existing company or exhibition graphics using the name of an actual artist without permission **will not be accepted.**

Personal Projects may be submitted by using the Personal Project subcategories (where applicable).