

## Student Design Contest – Book Cover

Week of Integrity (10th Edition) – ICC Netherlands

### About the project

ICC Netherlands invites students in art and design programmes to participate in a design contest for the **cover of the 10th edition of the Week of Integrity Book of Essays**.

The Week of Integrity is an annual initiative organised by the International Chamber of Commerce (ICC) Netherlands, the world's largest business organisation. The Week brings together businesses, experts, academics, and policymakers to reflect on integrity, ethical leadership, and responsible business conduct in a global context.

The Book of Essays is a central publication of the Week of Integrity and reflects its international scope and professional audience. Each year, this publication brings together essays from international business leaders, academics, and practitioners on integrity and ethical leadership. The book is distributed to ICC partners, authors, and stakeholders worldwide and forms a lasting part of the Week of Integrity.

<https://www.weekofintegrity.org/>



### Theme 2026

#### Leading with integrity in a digital age

The focus of this edition is **integrity and ethical leadership**, set against the broader context of today's digital world.

Important clarification:

*This theme is **not** about integrity in digitalisation or technology ethics.*

*It is about how integrity, values, leadership, trust, and responsibility are shaped and tested in a digital era.*

### What to design

- A **book cover design** for the Week of Integrity Book of Essays
- The format and general layout should be **consistent with previous editions** (see attached example), while allowing room for creative interpretation.

- **Additional design elements (digital use)**

In addition to the book cover, students are asked to include **two supporting visual design elements** that are clearly derived from, and aligned with, the cover design.

- These elements will be used in **digital communication** (website, LinkedIn, banners) to ensure a consistent visual identity across all Week of Integrity materials.
- The elements should work independently while remaining clearly connected to the book cover design.
- *This is not a full branding exercise, but a way to demonstrate visual coherence and adaptability.*

### Technical guidelines

- Design in a portrait format with an aspect ratio of approximately 3:4, ensuring the concept works both at full-cover size and when cropped to the image area.
- Minimum working size: e.g. 1700 × 2400 px @ 300 dpi
- Keep key visual elements away from edges, as cropping will occur.
- **Typography:** Editable text (fonts must be licensed or open-source)
- **File submission:**
  - PDF (preview)
  - Source file (AI / INDD / PSD or equivalent)

The design should work both:

- as a **full cover**, and
- in **cropped or zoomed-in versions** for online communication (website, LinkedIn, banners).

### Selection process

The contest consists of **two stages**:

1. **Preselection**

A preselection is made by the **Week of Integrity organising team**, together with members of Week of Integrity **Advisory Board / Raad van Toezicht**.

From all submissions, **10 designs** will be shortlisted.

2. **Public vote**

The shortlisted designs will be published online and distributed to our partners. Voting will take place via Week of Integrity and ICC Netherlands' website and LinkedIn channels.

The **public will vote** to select the final winning design.

This means **multiple students receive visibility**, not only the final winner.

The winner will be officially announced **by 9 June**, during an ICC Netherlands partner event.

### Submission

Open to Bachelor and Master students enrolled in an art or design programme in the Netherlands.  
Submissions must be individual.

A submission page will be made available as of 15<sup>th</sup> of January.

### What you can win

- **€400 prize** for the winning design
- The winning design will be:
  - Used as the **official book cover**
  - Featured in ICC Netherlands' **online communication** (website & LinkedIn)
- The winning student will:
  - Be **credited** in the publication
  - Receive two **printed copies** of the book

### Rights & usage

- By submitting a design, participants agree that their work may be **published online during the selection and voting process**, including on ICC Netherlands' and the Week of Integrity's digital channels.
- The designer **retains authorship** of the work.
- By participating, the winning designer grants ICC Netherlands:
  - An **exclusive right to use the design for the Week of Integrity Book of Essays and related communication**
  - This exclusivity applies for a period of **3 years**
- During this period, the design **may not be used for other publications or commercial purposes**.
- ICC Netherlands may:
  - Crop, zoom, or adapt parts of the design for communication purposes
  - Use the design across print and digital channels related to the Week of Integrity

After the exclusivity period, the designer may reuse the work in a portfolio, with credit to ICC Netherlands.

Non-selected designs will not be used by ICC Netherlands and remain the property of their creators.

ICC Netherlands reserves the right to exclude submissions that are incomplete, infringe third-party rights, or are inconsistent with the values of the Week of Integrity.

Participants confirm that their submission is **original work** and does not infringe the rights of third parties, including copyright, image rights, or trademark rights.

If AI tools are used, participants remain fully responsible for ensuring that the final design complies with copyright and usage requirements.

ICC Netherlands reserves the right not to award the prize if no submission meets the required quality standards.

Personal data will be used solely for the purpose of administering the contest and will not be shared with third parties.

### Timeline

- **Launch of contest:** January 2026
- **Submission deadline:** 15<sup>th</sup> of April
- **Public voting:** 25 May – 8 June
- **Winner announcement:** 9 June
- **Week of Integrity:** 26-30 October 2026

### Questions

If you have questions about the brief or eligibility, please contact:  
**info@icc.nl**