

SDA●AWARD

The 60th Japan Sign Design Award Application Information

Call for Entry

Wed, April 1 - Fri, May 29, 2026



<https://sda-award.org>



Sponsor

Japan Sign Design Association

email : info@sda-award.org

Call for Application

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Call for Application

What is Japan Sign Design Award

Japan Sign Design Award (as known as SDA Award) sponsored by Japan Sign Design Association (SDA) was established in 1966 for the purpose of promoting and educating the public about the sign design through presentation of signature design works to the wide society and it continues to be the only award program for sign design in Japan.

Sign Design is the creative act of arranging and shaping "information to be conveyed to people" in order to make the increasingly complex environment around us more comprehensible and attractive. Sign design is positioned as information that is indispensable for communication, and its design is expanding in a diverse range of ways. SDA's mission is to evaluate high quality sign design through the selection of the Japan Sign Design Award, to share the value and role of sign design with as many people as possible, and to contribute to social activities.

We look forward to your active participation.

Makoto Takeuchi
President, Japan Sign Design Association

Sponsor

- Japan Sign Design Association

Support Organizations (tentative)

- Ministry of Economy, Trade and Industry
 - Japan Institute of Design Promotion
 - The Japan Chamber of Commerce and Industry
 - Nikkei Inc.
 - Federation of Japan Out-door Advertising Associations
 - Japan Design Space Association
 - Nippon Display Federation
 - Japan Commercial Environmental Design Association
 - Japan Sign Association
 - Japanese Technical Organization for Commercial Spaces
 - Japan Promotional Marketing Institute Inc.
 - Japan Advertising Federation
 - Japan Advertisers Association
 - Japan Graphic Design Association
 - Japan Industrial Design Association
 - Japan Typography Association
- (In no particular order)

Annual Schedule

Application Period	-----	From Wed, April 1, 2026 to Fri, May 29, Midnight JST
Primary Screening	-----	From Fri, June 5, 2026 to Sun, 14 ----- Online assessment
Secondary Selection	-----	Fri, June 19, 2026 ----- Scheduled to be held in Tokyo
Preliminary Scoring for Final Judging	-----	From Wed, June 24, 2026 to Wed, July 1 -- Online assessment
Final Selection, Selection of Special Awards	--	Sat, July 4, 2026 ----- Scheduled to be held in Tokyo
Regional Design Award Selection	-----	From Fri, July 10, 2026 to Sun, 19
Official announcement of the results	-----	Early September, 2026
Award ceremony	-----	Fri, December 4, 2026 ----- Scheduled to be held in Tokyo
Publication on the SDA website	-----	Early December, 2026
Publication in the Yearbook and Panel Exhibition Tour	-----	From December, 2026

Eligibility for Application

Signs completed in the year from May 1, 2025 to April 30, 2026.

Awards

Japan Sign Design Award Grand Prize – Minister of Economy, Trade and Industry Award (Provisional): 1 winner (Certificate and trophy)

Japan Sign Design Award Gold Prize: 4 winners (Certificate and trophy)

Japan Sign Design Award Silver Prize: 15 winners (Certificate and trophy)

Japan Sign Design Award Bronze Prize: 30 winners (Certificate)

Japan Sign Design Award Finalists: 100 winners (Certificate)

Japan Sign Design Award Commissioned Jury Prize: One winner each selected by commissioned jury (Certificate and trophy)

Japan Sign Design Award SDA Jury Prize: One winner each selected by commissioned jury (Certificate and trophy)

Japan Sign Design Regional Design Award: Up to 5 entries per region (Certificate)

* Number of the Grand Prize, Gold Prize, Silver Prize, Bronze Prize and selected entries will be determined by the final judging panel.

Japan Sign Design Award Contribution Award – Chairman of Japan Institute of Design Promotion Award: maximum 2 winners (Certificate)

Japan Sign Design Award Contribution Platinum Award : a few winners (Certificate)

* The Special Award is presented to organisations or individuals who have made outstanding contributions to the promotion and awareness of sign design, following a selection process conducted by members of the Japan Sign Design Association.

Jury

The jury is composed of following members.

Primary Screening	Jury President, SDA Jury, Regional jury
Secondary Selection	Jury President, SDA Jury
Final Selection	Jury President, SDA Jury, Commissioned Jury
Selection of Special Awards	Jury President, SDA Jury, Chairman of Japan Institute of Design Promotion

Jury President



Takeuchi Makoto
President, TREI Co., Ltd.
President, Japan Sign Design Association

Commissioned Jury: 7members



Ministry of Economy, Trade and Industry
Commerce and Services Group, Cultural and Creative Industries Division
Design Policy Office

SDA Jury: 5 members

Juries of selected SDA members



Watanabe Taro
Representative, Emotional Space Design Inc.
Art Director
Vice President, Japan Sign Design Association



Bo Linnemann
Creative Director, Kontrapunkt
Partner and Chairman of Kontrapunkt Japan



Yamada Kozo
Representative, Tsukikage Design Consulting
Design Consultant
Vice President, Japan Sign Design Association



Kobayashi Akira
Creative Type Director, Monotype KK



Hiromura Masaaki
President, Hiromura Design Office
Graphic Designer



Hanazawa Yuji
Editorial committee member for Nikkei Design



Hirate Kenichi
Director, Terada Hirate Sekkei



Yoshiizumi Satoshi
Principal, TAKT PROJECT



Hirano Kotaro
President, Hirano Kotaro Design Laboratory
Design Director



Orihara Miki
President, ODO Co., Ltd.
Designer

Regional jury: 18 members

Director (Representative Secretary) from each region (Hokkaido, Tohoku, Kanto, Chubu, Kansai, Chugoku, Shikoku, Kyushu, and Okinawa) and one SDA Award Selection Committee member from each region, nominated by regional representative secretary.



Akamatsu Kazuko
President, C+A Coelacanth and Associates
Professor, Department of Architecture,
Department of Design and Engineering, Hosei University

Selection Criteria

- Sociality:** Evaluation of the social significance and the effect of the project, such as the harmony with surrounding landscape or environment, and sustainability.
- Informativeness:** Evaluation of the work if it properly conveys the originator's intention and provides appropriate communication.
- Innovativeness:** Evaluation of the work whether there is an unprecedented approach in the idea, the construction or the process.
- Aesthetics:** Evaluation of the beauty in the form, the material selection and the expression.

*In addition to the 4 items above, the entries should include safety into consideration.

Application Fee

The application fee is ¥11,000 (¥10,000 + consumption tax of ¥1,000) per work.

The application fee includes the screening fee for the design intent (concept) and two image data.

An additional screening fee of ¥1,650 (¥1,500 + consumption tax of ¥150) will be added for each additional image data submitted.

An additional screening fee of ¥18,900 (¥18,000 + consumption tax of ¥1,800) will be added for video submitted. All application and judging fees are subject to 10% consumption tax.

Example:

Example: For 3 images + 1 video: ¥10,000+¥1,500+¥18,000=¥29,500 + 10% consumption tax ¥2,950 = ¥32,450

Applicant is able to edit the information on work entered, add, change or delete images and videos, and edit the parties involved, before payment of the application fee is complete.

What is included in the application fee and additional costs

The application fee covers the screening fee as well as the following costs.

Certificates for winning and shortlisted entries: One for representative for the work and one for the client

Only those registered as associated parties at the time of application may request additional certificates. The fee for each additional certificate is ¥4,400 (¥4,000 + tax ¥400).

Trophies for the Gold Prize, Silver Prize, Guest Judge's Prize and SDA Judge's Prize winners:

representative for the work (1)

Only those registered as associated parties at the time of application may order additional trophies. The cost for an additional trophy is ¥33,000 per trophy (¥30,000 + tax ¥3,000); if the inscription is the same as that on the awarded trophy, the cost is ¥27,500 per trophy (¥25,000 + tax ¥2,500).

Trophy for the Japan Sign Design Award Grand Prize – Minister of Economy, Trade and Industry Award:

representative for the work (1)

We are unable to produce additional trophies for the Grand Prize and the Minister of Economy, Trade and Industry Award.

Catalogue of Works from the 60th Japan Sign Design Award: one for representative for the work and one for the client

You can purchase additional items.

Final Selection

The final judging will take place following preliminary scoring (online), with a panel of judges (comprising the Chair, SDA judges and guest judges: 13 in total) convened to hold a judging session. For the 50 works shortlisted in the second round, discussions will be held to select the Grand Prize, Gold Prize, Silver Prize and Bronze Prize winners, with the final awards determined by consensus.

The judging session will be open to the public. If you wish to attend, please contact the SDA Secretariat.

Official announcement of the results

The results of the selection process will be published on the SDA website in early September (tentatively) and all applicants will be notified. We will not respond to any enquiries prior to the announcement.

Award Ceremony

We will send an invitation to the awards ceremony to all prize winners (Grand Prize, Gold Prize, Silver Prize, Bronze Prize, Guest Judge's Prize and SDA Judge's Prize). The cost of attending the awards ceremony is included in the entry fee. Please confirm your attendance by the deadline. Details regarding the participation fee for any networking event will be provided alongside the invitation to the awards ceremony.

Publication in the Catalogue of Works and the Yearbook

SDA will publish the *Catalogue of Works from the 60th Japan Sign Design Award*, featuring the winning entries.

In addition, the *Annual of Japanese Spatial Design 2027: Display, Signage and Retail Environments*, which includes all entries that received an award or higher, is scheduled for publication in December 2026. The 'Yearbook' is edited by the Yearbook Publication Committee, comprising Rikuyosha Co., Ltd., the SDA (an organisational body of the Spatial Design Organisation), the Japan Spatial Design Association (DSA), and the Japan Commercial Environment Design Association (JCD), and is published by Rikuyosha Co., Ltd.

Guidance of applicants

Steps necessary for application

To apply for the SDA Awards, please follow the steps below

Preparation for Application

Before you apply your work to the award, we recommend you to check the following items and have required materials ready.

Preparation of Information Required by the Form

Basic information on the work is required to complete the application form.

You are advised to have the texts prepared in text editor before filling in the form.

Information on the Work

• Name of representative for the work

If selected for an award, the project's representative will be recognized as the recipient. During the judging process, the information will not be disclosed to the judges. Please register one representative who was involved in the design of the work.

Joint names are not accepted. If multiple names are entered, only the first will be accepted. Registration under a corporate name is also permitted.

In the "Affiliation" field, please enter the company name, corporate name, or trade name. If the organization has a legal designation (e.g., Kabushiki Kaisha [Co., Ltd.], Yūgen Kaisha [Ltd.], Gōshi Kaisha, Public Interest Incorporated Association, General Incorporated Association, Educational Corporation, etc.), be sure to include it. Do not include branch names, departments, or job titles.

(Example: SDA Co., Ltd. / Not: SDA Tokyo Branch, Design Department)

- Full Name
- Affiliation

• Name of Work (Name of Project)

- Title of the Work

• Official Name of the Facility

Official name of the facility where the work is installed. (Proper name)

- Official Name of the facility

* Name of the facility should be registered even when the name of the work contains the facility's name.

If the work is installed across a wide area or spans multiple facilities, please provide a representative facility name.

Examples: "XX City XX Hall," "XX Department Store XX Branch," or, in the case of installation across an entire railway line, "XX Line, XX Station and 20 other stations."

• Location where the work is installed

- Prefecture: (Select, if located overseas, please select "Overseas.")
- Address (for overseas locations, please include the country and full address)

• Month of Completion

Month of Completion (select)

The definition of the completion date may be either the handover at completion or the opening (inauguration/opening of the facility). Please choose one at your discretion. However, to avoid submitting the same work multiple times across different years, coordinate this among all relevant parties.

• **Select Category**

Please select the appropriate options for each of the two categories: classification by spatial characteristics and classification by design characteristics.

•1st Category Selection – Space Setting

Select applicable method(s) from the list (you may select multiple methods)

•2nd Category Selection – Design Method

Select applicable method(s) from the list (you may select multiple methods)

Purpose of Selecting Entry Category

Selection of entry category for the work will help judges

Since the sign design covers diverse area, sometimes it is difficult to understand from a photograph where the sign is installed or for what purpose the design serves. Having the information about the space setting and the design method in advance allows the judges to evaluate the work in close focus.

Category by Space Setting

Please select one or more.

If the space being applied for cannot be limited to single category, such as a complex facility, you may select multiple categories.

Public Space

Facilities built to serve the public, regardless of government or private ownership.

Example: kindergarten, nursery school, accredited nursery school, primary school, junior high school, high school, technical college, vocational school, library, museum of art, museum, railway station, airport, passenger boat terminal, bus terminal, hospital, clinic, post office, government building, public branch office, tax office, police station, health center, fire department, employment center, social security office, pension agency, public gym, public hall, meeting center, exhibition hall, etc.

Commercial Space

Facilities built for commercial purposes.

Example: department store, market, retail store, restaurant, cafe & bar, barber shop, beauty salon, bakery, rice shop, convenience store, bank, real estate agent, theater, movie theater, entertainment hall, car repair shop, bowling alley, skating rink, ski resort, golf course, karaoke hall, ryokan, hotel, paid parking lot, etc.

Special Space

Facilities for limited users.

Example: housing, apartment house, office building, shrine, temple, church, cram school, driving school, nursing home, factory, warehouse, stables, fish farm, TV station, film studio, garage, wholesale market, garbage plant

No Space Setting

When space setting cannot be defined.

Example: video device, computer screen, smartphone apps, car navigation system, virtual space, research and development, etc.

Select this category when the facility cannot be categorized into the public, commercial or special space categories above or when space setting is unknown

Category by Design Method

More than one can be selected.

Select design method(s) applicable.

Display and nameplate signs

Nameplate, place name, room name, location name, caution sign, warning sign, prohibition sign

Directional, guiding signs

Signal, sign, directions, display guide, display map, graphical display, arrows

Universal signs

Signs assisting the elderly, persons with disability, foreign visitors etc.

Advertising and promotional signs

Neon sign, outdoor billboard, transportation advertising, vehicle advertising, banner, large vision display, digital signage, POP, etc.

Exhibiton

Exhibition, art exhibition, display exhibition, etc.

Events and festival

Event, festival, trade fair

Entertainment

Concert, theater, movie, game, amusement park

Tourist

Tourist map, tourist poster, brochure, happi coat

Community building

Public and private joint program, community building, etc

Urban planning

Landscape plan, street plan, information facility plan, etc.

Architectural Facade, space, exterior and interior	Typography Original font, text layout, brush calligraphy, calligraphy, lettering
Lighting Environmental lighting, lighting effect	Artwork Public art, sculpture, painting, photography
Landscape Planting , landscaping, exterior construction, park, bridge etc	Installation Experiential art, art equipment, object
Street furniture Street light, bench, bus stop, shelter, bollard	Web contents Website
Vehicle Vehicle advertising, marking	Sound, voice Voice guidance, voice instruction, sound environment
Communication graphics Environmental graphic, pictogram	Technical research and development Research and creative solution for signs, new technology developed from an idea
Visual identity, branding Logo, type, symbol, corporate color, application	Interface User interface program

• Design Intent (Concept)

Please provide a concise summary of the project's overview and key features.

Do not include the names of individuals or organizations involved in the production of the work (such as architects, facility designers, or designers from fields other than signage). (Not acceptable sample: "Handled the signage plan for XX Hall designed by architect XX.")

The name of the client (commissioning party) may be included; however, in the case of in-house production, please describe it in a way that does not reveal the creator. (Not acceptable sample: "The signage system for SDA Co., Ltd. headquarters was developed in-house.")

- Description of design intent and point of appeal in 400 characters or less.

Information on Parties Involved

"Parties Involved" refers to those involved in the design or production of the submitted work, as well as the client (commissioning party) and the photographer of the submitted images.

• Role / Responsibility

Select or enter (in Japanese) from options such as direction, design, construction, client, photography, as well as architectural design, interior design, graphic design, lighting design, planning, project planning, building construction, agency, producer, etc.

• Affiliation (official name such as company, corporation, or trade name)

If the organization has a legal designation (e.g., Co., Ltd., Ltd., Public Interest Incorporated Association, General Incorporated Association, Educational Corporation, etc.), be sure to include it.

If registering only a corporate name without an individual's name, check the "Corporate entity" box.

• Name of Person in Charge (one person per form)

You may also register individuals who were directly involved in the work under roles other than those listed above. Up to 15 individuals or organizations can be registered as related parties. It is acceptable to register either a corporate name only or an individual name only.

In the corporate name field, do not include branch names, departments, or job titles. If there are multiple people responsible for the same role, please enter them separately for each role.

If credit attribution is required, for example, photographers, be sure to register them.

If the same person is responsible for multiple roles, please register them separately for each role.

Example 1

If Ichiro Yamada is Director and Designer, the form should be written as:

Direction: Ichiro Yamada

Design: Ichiro Yamada

If multiple people share the same role or responsibility, please register each person separately. If multiple names are entered in a single field, only the first will be accepted.

Example 2

If Ichiro Yamada is Designer and Applicant is Hanako Tanaka, the form should be written as:

Direction: Ichiro Yamada

Design: Hanako Tanaka

Not as Design: Taro Yamada, Hanako Tanaka

Note: Individual or corporation not registered as involved parties at the time of application cannot be recognized as awardee. Involved parties cannot be added or changed after the work is selected for award, and the certificate or trophy cannot be presented in their names. Special attention should be given when application is made.

*Your name and affiliation will appear on the certificate, trophy, yearbook, and book of works as you have entered. When the entry is made in the name of corporate entity, (such as joint-stock company, limited liability company,

Preparation of Image Data Files

As a general rule, image data should consist of color photographs of the work, or scanned data of developed film photographs. This also includes cases where the work itself is digital data (e.g., digital signage or display data for smartphone-based signage systems).

Please prepare the image files in accordance with the following notes.

Specification for Image Files

- The number of image files: No limit
- Image Data Format: JPEG (with file extension jpg or jpeg)
- File Size: 1MB or less per image
- Number of Pixels and Aspect Ratio: No limit
- Color Mode: RGB color is recommended
- File Name: Use only half-width alphanumeric characters (Do not use 2-byte characters such as Kana or Kanji)

If you do not own file compression tools to reduce image data size, please look for such tools by searching the web with keywords such as “image compression” or “image size reduction”

Preparation of Concept Sheet (Optional)

- The applicant is allowed to submit as the first image, a concept sheet, a single image combining charts, figures, text and multiple photographs (group of photographs). The number of photographs composed into the sheet should be within reasonable number so the judges are able to view them on a computer or tablet screen.
- The same specifications for image data (stated above) apply to the concept sheet. PDF and other formats are not accepted.

Image data for concept explanation, the first file only	Image data other than for concept explanation, after the second file												
<p>OK Composed of multiple photos, figures, and text to explain the concept</p> <table border="1" data-bbox="215 1294 414 1417"> <tr><td>photo A</td><td>text</td></tr> <tr><td>photo B</td><td rowspan="2">figure</td></tr> <tr><td>photo C</td></tr> </table> <p>multiple photos + text/figure</p> <p>Do not include the information of parties involved in the text.</p>	photo A	text	photo B	figure	photo C	<p>OK Composed by a single photograph</p> <table border="1" data-bbox="678 1294 866 1417"> <tr><td>photo of the work</td></tr> <tr><td>text</td></tr> </table> <p>Single photo of the work + text</p>	photo of the work	text	<p>NG Multiple-photo composition</p> <table border="1" data-bbox="1110 1294 1305 1417"> <tr><td>photo B</td><td>photo A</td></tr> <tr><td>photo C</td><td></td></tr> </table> <p>Multiple photos</p>	photo B	photo A	photo C	
photo A	text												
photo B	figure												
photo C													
photo of the work													
text													
photo B	photo A												
photo C													
	<p>OK Combination of figures describing the work</p> <table border="1" data-bbox="678 1570 866 1693"> <tr><td>figure</td><td>photo of the work</td></tr> <tr><td colspan="2">text</td></tr> </table> <p>Single photo of the work + figure Figures : Sketch, drawing or schematic diagram</p>	figure	photo of the work	text		<p>Another angle of the same photo</p> <table border="1" data-bbox="1110 1462 1305 1585"> <tr><td>photo A, another angle</td><td>photo A</td></tr> </table>	photo A, another angle	photo A					
figure	photo of the work												
text													
photo A, another angle	photo A												
	<p>OK Combination of images describing the work</p> <table border="1" data-bbox="678 1865 866 1989"> <tr><td>explanatory image</td><td>photo of the work</td></tr> <tr><td colspan="2">text</td></tr> </table> <p>Single photo of the work + explanatory image Explanatory image : such as appearance during production process or before renovation</p>	explanatory image	photo of the work	text		<p>Partial enlargement of the same photo</p> <table border="1" data-bbox="1110 1637 1305 1760"> <tr><td>photo A, partial enlargement</td><td>photo A</td></tr> </table> <p>Including the information of the parties involved</p> <table border="1" data-bbox="1110 1921 1305 2045"> <tr><td>photo of the work</td></tr> <tr><td>text</td></tr> </table> <p>Logo or corporate name</p>	photo A, partial enlargement	photo A	photo of the work	text			
explanatory image	photo of the work												
text													
photo A, partial enlargement	photo A												
photo of the work													
text													

Notes on Preparation of Image Files

Except for adjustment within common sense (such as the change in exposure or fine adjustment of color temperature or trimming), intentional processing (change of color tone, composition of image etc.) to modify the real appearance of work will result in disqualification.

Only color photographs are accepted. Applicants should take special note that black and white photographs (including the digitally processed monochrome photographs) cannot be used in the entry.

As a general rule, CGs and illustrations cannot be used.

If text, such as captions, needs to be included on the image to explain each photograph, the text may be superimposed onto the image. Under the circumstance, it is allowed to add blank space on the photographic image.

If it is an essential part of the work, images such as system diagrams and other figures may be submitted for entry, however, all images must be in jpeg format, as specified for photographs.

Do not include the names of individuals or organizations other than the client in the captions. Also, please ensure that corporate logos are not included in the images.

Any images found to be in violation will be excluded from the judging materials.

Preparation of Video Files (Optional)

As a general rule, video data should consist of color footage capturing the work. This also includes cases where the work itself is digital video (e.g., digital signage or display data for smartphone-based signage systems).

Please prepare the video files with attention to the following points:

Specification for Video Files

- The Number of Video Files: No limit
- File Format: The video data should be in MP4 format of H264/AAC (with file extension: mp4)
- File Size: Should not exceed 20MB.
- Number of Pixels: Should not exceed 1920 pixel in width, 1080 pixel in height
- Aspect Ratio: No limit
- Length of Video: Should not exceed 60 seconds
- File Name: Use only half-width alphanumeric characters (Do not use 2-byte characters such as Kana or Kanji)

Notes on Preparing Video Files

- Except for adjustment within common sense (such as the change in exposure or fine adjustment of color temperature), intentional processing (change of color tone, composition with CG) to modify the real appearance of work will result in disqualification.
- High-speed or slow motion playback is admitted, provided they are necessary to express the intention of the work.
- Applicant may add subtitles or narration to the video, however only the sound emitted by the sign itself, as in the case of sound sign, will be subject for consideration, and other sound effects or music will not be considered.
- Other visual effects added to the video will not be subject for consideration.
- Do not include the names of individuals or organizations other than the client in the captions. Also, please ensure that corporate logos are not included in the images.
- Any images found to be in violation will be excluded from the judging materials.

Applicant Registration

First-time applicants

Applicants must first complete their applicant registration by entering required information at the Japan Sign Design Award Website's Applicant Registration page https://sda-award.org/top_e . Once Applicant Registration is complete, personalized "Applicant Page" will be created. Please keep your login password safe until the payment procedure. You may submit multiple entries from the Applicant Page.

The screenshot shows the 'Registration of Applicant Enter the user information' form. The header includes the SDA logo and 'Japan Sign Design Award' on the left, and a language selector for 'Japanese' on the right. The form is divided into several sections: 'Name' with fields for 'Full Name (alphabet)' (required), 'Last Name', and 'First Name'; 'SDA Members' with radio buttons for 'Non-member' (selected) and 'Member'; 'Affiliation' with fields for 'Affiliation (Alphabet)' (containing 'company name') and 'Department / Job title' (containing 'Department / Job title'); 'Contact person' with radio buttons for 'Japan' (selected) and 'Overseas', and fields for 'Postal Code' (required), 'Postal Address' (required), 'Telephone number' (required), and 'Mobile number'; and 'Login Information' with fields for 'ID (Mail Address)', 'password' (with a strength indicator), and 'Confirmation'.

For the Applicants Who Previously Submitted Application On-line

If you have registered at the time of application since 2015 (49th Japan Sign Design Award), you can use your registered ID (email address) and password as is, so please Sign in from [the Application Site](#) and apply.

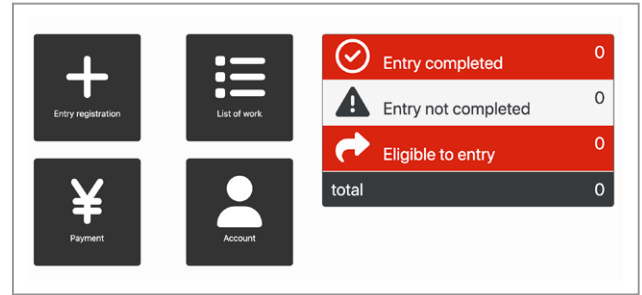
If your account registration information has not been updated for over a year, you will see an alert stating "Please update your account registration information." Please be sure to check whether there have been any changes to your department, phone number, or other details.

The screenshot shows the 'Sign in' form. It has a header with 'Sign in' and a link 'If you forget your password'. The main heading is 'Sign in' with a red arrow icon. There are two input fields: 'Email' and 'Password'. Below the fields is a checkbox for 'Remember Me'. A large red 'Sign in' button is positioned below the checkbox. At the bottom, there is a section for 'Those who have not yet registered' with a red 'Applicant registration' button.

Registration of Work

Sign in from [the Application Site](#) to register the work.

Entry registration button will appear only during the application period.



Register Work Information

Enter the Information on the Work provided in the Preparation for Application

Representative of the work

Home >> Register entry information

Register entry information

Work Representative **Private during judging**

One representative involved in the design production of works. It will be the "winner representative" when won. [About work representative](#) ✕

Full Name (alphabet) **required**

Affiliation (alphabet)

• Entry Title : Name of the work / Project name

Entry Title

Entry title (alphabet) **required**

• Official Name of the facility

Official name of facility

Official name of facility (alphabet)

• Location of the work

Location

Prefecture **required**

Postal Address **required**

• Month and Year of Completion

Month and Year of Completion

Month and Year of Completion **required**

• Select Category

Select category

Select category-1 **required** Public Space Commercial Space Special Space No Space Setting

*You may choose more than 1

Select category-2 **required** Display and nameplate signs Directional, guiding signs Universal signs

*You may choose more than 1

Advertising and promotional signs Exhibition Events and festival Entertainment

Tourism Community building Urban planning Architectural Lighting

Landscape Street furniture Vehicle Communication graphics

Visual identity, branding Typography Artwork Installation Web contents

Sound, voice Technical research and development Interface program

[On Categories](#)

• Design concept

Design concept

required

0Characters

Data entry completed

Once you have filled in all the fields, please click [Submit].

An entry form detailing the submitted work will be generated.

Scroll down and click [Edit Images/Videos].

[Home](#) >> [List of work](#) >> Details of work to be applied

Registration is complete. ✕

[i Entry information](#) [Images](#) [Persons involved](#)

Details of work to be applied(Entry form)

[Print the entry form](#)

i Entry information

Work Representative Private during judging

! One representative involved in the design production of works. It will be the "winner representative" when won. [About work representative](#) ✕

Affiliation	Full Name
	SDA Co.Ltd

Entry Title SDA Bidg. Sign Planning

Official name of facility	Design concept
	Sacred place of Sign Design, SDA Bidg.

Location
TokyoChiyoda Ward

Month and Year of Completion
03/2026

Select category-1
Public Space , Special Space

Select category-2
Display and nameplate signs ,
Directional, guiding signs , Universal
signs , Advertising and promotional
signs , Visual identity, branding

[Edit entry information](#)

Images

Register images/videos ✕

[Edit images/videos](#)

Add images/videos

Please upload the "image files," "concept sheet (optional)," and "video files (optional)" that you prepared for your application.

Click [Select File] and then click the upload button.

You can upload multiple files at once. (The total size must not exceed 20 MB. If the total size exceeds this limit, please upload the files in multiple batches.)

The screenshot shows a web interface for uploading files. At the top, there is a breadcrumb trail: Home > List of work > SDA Bidg. Sign Planning (Entry form) > Images/videos. Below this, there are links for 'Entry information', 'Images', and 'Persons involved'. The main heading is 'SDA Bidg. Sign Planning' followed by 'Add images/videos'. There are two columns of file requirements: one for JPG images (1MB or less, .jpg extension, alphanumeric file names) and one for MP4 videos (20MB or less, .mp4 extension, alphanumeric file names, H.264/AAC codec, 60 seconds or less play time, 1920x1080 pixels or smaller video size). Below these are two general upload rules: multiple files can be uploaded at once (total size 20MB or less), and copyrighted material must be disclosed. A 'Notice about copyright' dropdown is present. At the bottom, there is a 'Choose Files' button (currently showing 'no files selected') and a large 'Upload' button. The same navigation links as at the top are repeated at the bottom of the interface.

If copyrighted material is included, please inform us of the following.

Once you have finished uploading your images or videos, click [Related Parties] in the upper-right or lower-right corner.

The screenshot shows the 'Persons involved' section. It has a title 'Persons involved' with a sub-label 'Private during judging'. There are two informational boxes: the first states that credits will be used in the portfolio and other publications when the work is selected for award, and that no additions or changes can be made after the application is received; the second asks users to register those responsible for 'direction, design, construction, client, and photography' as the concerned parties of the work, and to also register those directly involved in the work such as those responsible for architectural design, interior design, graphic design, lighting design, planning, building construction, agency, production, etc. At the bottom, there is a large red button labeled 'Edit persons involved'.

Information on Parties Involved

Enter the information on the parties involved provided in the Preparation for Application

*Individuals or entities not registered as affiliated parties at the time of application will not be recognized as award recipients. Once the award has been granted, no additional affiliated parties may be added or existing ones changed, and no certificates or trophies will be issued. Please take this into careful consideration when submitting your application.

[i Entry information](#) [🖼 Images](#) [👤 Persons involved](#)

SDA Bidg. Sign Planning

👤 Add persons involved ! Notes

ⓘ These credits will be used in the portfolio and other publications when the work is selected for award. No additions or changes can be made after the application is received. ✕

[About Persons involved](#) 🔗

Sample entry ▼

Professional title and role		Affiliation <small>Formal name such as company name, corporate name, and shop</small> <small>Legal personality (Co., Ltd. Limited company Joint stock company Public-General Co., Ltd. General Incorporated Corporation School Corporation Etc.</small>	Person in charge
Direction(require ▼)	<input type="checkbox"/> company name only	<input style="width: 90%;" type="text"/>	<input style="width: 80%;" type="text"/>
Design(require ▼)	<input type="checkbox"/> company name only	<input style="width: 90%;" type="text"/>	<input style="width: 80%;" type="text"/>
Construction(re ▼)	<input type="checkbox"/> company name only	<input style="width: 90%;" type="text"/>	<input style="width: 80%;" type="text"/>
Client(required) ▼	<input type="checkbox"/> company name only	<input style="width: 90%;" type="text"/>	<input style="width: 80%;" type="text"/>
Photography(re ▼)	<input type="checkbox"/> company name only	<input style="width: 90%;" type="text"/>	<input style="width: 80%;" type="text"/>

- Delete form for one person + Add form for one more person

Register

🖼 Display order / edit / delete of persons involved

You can sort persons involved by drag and drop. Be sure to save after sorting. ✕

Confirm registration

View the entry details (entry form) by clicking "Entry List" on the home screen, and check the registration information for each entry on its details page. You can print the form by clicking [Print Entry Form] in the upper-right corner of the details page.

Revisions and Changes to the Work

You can make corrections or changes by clicking the [Edit Work Information], [Edit Images/Videos], or [Edit Contributors] buttons on the entry details (entry form) page.

You can make changes as many times as you like before completing the payment process. You can also replace images and videos.

Home >> List of work >> Details of work to be applied

Registration is complete. ✕

[i Entry information](#) [🖼 Images](#) [👥 Persons involved](#)

Details of work to be applied(Entry form)

[Print the entry form](#)

i Entry information

Work Representative Private during judging

One representative involved in the design production of works. It will be the "winner representative" when won. [About work representative](#) ✕

Affiliation	Full Name
	SDA Co.Ltd

Entry Title SDA Bidg. Sign Planning

Official name of facility **Design concept**

Location Sacred place of Sign Design, SDA Bidg.

TokyoChiyoda Ward

Month and Year of Completion

03/2026

Select category-1

Public Space , Special Space

Select category-2

Display and nameplate signs ,
Directional, guiding signs , Universal signs , Advertising and promotional signs , Visual identity, branding

[Edit entry information](#)

Payment Process (Entry)

Applicant may pay in sum the application fees for multiple entries provided the same applicant is submitting all the entries.

Once the payment process (entry) is completed, the applicant cannot revise or edit the submitted information for the entry. Please confirm the information before proceeding to the payment process.

Sign in from the Application Site and proceed to Payment.

			0
			1
			1
total			2

Payment Method

We do not accept remittances from overseas banks. Please select credit card payment.

Credit Card

After selecting to pay by credit card, please enter the card information in the card payment page. When the fee is paid by credit card,

Stripe payment system will directly issue a receipt as an electronic file.

Once the credit card transaction is completed, an invoice-compatible receipt will be issued by the Stripe payment system. Please make sure to download and keep the receipt.

Only Stripe will receive the credit card information and the information will not be disclosed to the SDA.

領収書番号	1379-2796
登録番号	T4010005018487
お支払い金額	¥11,000
お支払い日	2024/04/20 10:30
お支払い方法	0000
サマリー	第58回日本サインデザイン賞
□□□□□□□□計画	¥10,000
小計	¥10,000
消費税(10%)	¥1,000
ご請求金額	¥11,000

Completion of Application

Only the entries with the completed application before the deadline will be considered for award selection.

For Credit Card Payment: Immediately, once payment is complete

Status of application can be checked from

Notes on Application

- Avoidance of Duplicate Entry

There should be a pre-discussion among the members involved to avoid duplicate entry. (Where multiple applicants submit the same work, multiple times.) However, the same or different applicants are allowed to apply for the same facility if it is designed from different perspectives.

- Liabilities of Applicant

Applicant is liable for managing the copyrights, photo usage rights, publication rights, and industrial property rights of the work submitted. It should be noted that, if these rights are not cleared, the winning entries could not be published on the SDA website or in the catalogue or the yearbook. If the photographer is not registered as an "involved party," it shall be deemed unnecessary to indicate the name. In addition, the applicant and the photographer should have an agreement for the photo usage fee, before award application.

The applicant shall be responsible for any intellectual property rights such as design rights, quality, performance, safety, or other requirements related to the subject of the entries, as well as any problems that may arise in connection with the sale, installation, etc. of the products, and the sponsor shall not be liable for any such problems.

The sponsor will not be responsible for any disputes that may arise between applicants, winners, or other third parties as a result of the entry to the award.

- Withdrawal and Disqualification of Applications

Any application submitted without payment of the application fee after registration will be considered withdrawn.

In addition, if an applicant violates any of the rules in the Application Guidelines or the Japan Sign Design Award Application Guidelines, the sponsor will disqualify the application.

- Cancellation of Award

If a prize winner is in violation of any of the rules of the "Japan Sign Design Award Implementation Guidelines" or "Japan Sign Design Award Application Guidelines" after the announcement of the award, the organizer will cancel the award.

In addition, the organizer may also cancel the award if any of the following facts are found to be true about the winning work

- If the awarded work causes significant damage to society due to its functional defects, etc.

- If the award-winning work is publicly recognized as infringing on the design rights or other intellectual property rights of others

- If the awardee or the prize-winning work is related to an individual, corporation, or group related to anti-social forces such as organized crime groups.

Purpose of Using Personal Information

- Confirmation of registered personal information of the Japan Sign Design Award applicant

- For contacting the applicants regarding the entry, entry fee payment and the results of screening.

- For announcing the award ceremony

- For mailing the announcements from the Japan Sign Design Association.

- For other use within the scope of and as required by the Japan Sign Design Award management.

[Guideline]

Japan Sign Design Award Implementation Guideline

This guideline outlines the program of Japan Sign Design Award.

The following guides are stipulated based on this guideline.

Japan Sign Design Award Application Guideline
Japan Sign Design Award Screening Guideline

1) Japan Sign Design Award

Japan Sign Design Award (as known as SDA Award) sponsored by Japan Sign Design Association (hereafter SDA) was established in 1966 for the purpose of promoting and educating the public about the sign design and it continues to be the only award program for sign design in Japan.

2) Organization of Japan Sign Design Award

SDA awards will be given out from among all the entries after a primary screening, a second screening, and a final screening, and the following awards will be given;

SDA Grand Prize - Minister of Economy, Trade and Industry Award: 1 winner

The design that is recognized as the most outstanding among all entries. Selected in the final selection.

SDA Award Gold Prize: 4 winners

The design that is recognized as the most excellent among all entries. Selected in the final selection.

SDA Award Silver Prize: 15 winners

The design that is recognized as particularly excellent among all entries. Selected in the final selection.

SDA Award Bronze Prize: 30 winners

The design that is recognized as excellent among all entries. Selected in the final selection.

SDA Award Finalists: 100 winners

The design that is recognized as good among all entries. Selected in the primary screening.

SDA Award Commissioned Jury Prize:

The design that is selected by each commissioned jury from the entire finalists. Selected in the final selection.

SDA Award SDA Jury Prize:

The design that is selected by each SDA jury from the entire finalists. Selected in the final selection and finalists.

*The Grand Prize, Gold Prize, Silver Prize, Bronze Prize and the number of Finalists will be determined by the final selection panel.

SDA Contribution Award - Japan Institute of Design Promotion Award: maximum 2 winners

This award is given to a group or individual, nominated by the SDA members, for a project or activity that has made a special contribution to the promotion and enhanced awareness of sign design. The winner is selected in the jury panel for SDA Contribution Award.

SDA Regional Design Award: maximum 5 winners from each region

The award is given to promote awareness of sign design in each region. The award is selected separately from the Japan Sign Design Award by a regional judging panel of SDA members in each region.

3) Entry application for Japan Sign Design Award

Application entry starts from Wed., April 1, 2026 to Fri., May 29 Details are stipulated in "Japan Sign Design Award Application Guideline." (hereafter "SDA Award Application Guideline.")

4) Screening

In the screening, entries are evaluated based on the category, design concept and images (videos) submitted, and the names of applicant and the parties involved will not be disclosed.

Primary Screening

A web-based screening system will be used. The top 150 entries from

among all entries will be selected as those that pass the primary screening.

Secondary Screening

An online screening panel will be convened. From the 150 entries that pass the primary screening, 50 will be selected as finalists for prizes.

Final Selection

The final selection will be held at the venue where the jury will be convened.

In the final selection, the SDA Award Grand Prize - Minister of Economy, Trade and Industry Award, the SDA Award Gold Prize, the SDA Award Silver Prize, and the SDA Award Bronze Prize will be determined from among the 50 candidates for the prizes. The number of winners for each award will be determined during the final selection.

In addition, one work will be selected for each of the Commissioned Jury Awards based on the recommendation of the commissioned jury members.

Screening for SDA Contribution Award

Up to two entries will be selected by consensus based on materials submitted for works nominated for the Contribution Award.

SDA Regional Design Awards

After the final selection, regional representative secretary convenes regional members to select by consensus, maximum of 5 signs installed in each region for SDA Regional Design Awards. Division of the region is as shown below.

- Hokkaido: Hokkaido

- Tohoku: Aomori, Iwate, Miyagi, Akita, Yamagata, Fukushima

- Kanto district: Ibaraki, Tochigi, Gunma, Chiba, Saitama, Tokyo, Kanagawa, Niigata, Yamanashi, Nagano

- Chubu: Toyama, Ishikawa, Fukui, Gifu, Shizuoka, Aichi, Mie

- Kansai: Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama

- Chugoku: Tottori, Shimane, Okayama, Hiroshima, Yamaguchi

- Shikoku: Tokushima, Kagawa, Ehime, Kochi

- Kyushu: Fukuoka, Saga, Nagasaki, Kumamoto, Oita Prefecture,

Miyazaki, Kagoshima

- Okinawa: Okinawa

5) Jury

The organizer will establish the SDA Award Selection Committee, consisting of SDA members who understand the purpose of the SDA Award and have abundant design experience, and the commissioned jury appointed by SDA, and entrust the selection to the committee. The screening panel will consist of judges for each of the primary, secondary, and final screening, and the final selection panel will have the authority to finalize all awards. The jury members are listed on P-03.

6) Selection Criteria

Sociality: Evaluation of the social significance and the effect of the project, such as the harmony with surrounding landscape or environment, and sustainability.

Informativeness: Evaluation of the work if it properly conveys the originator's intention and provides appropriate communication.

Innovativeness: Evaluation of the work whether there is an unprecedented approach in the idea, the construction or the process.

Aesthetics: Evaluation of the beauty in the form, the material selection and the expression.

In addition to the 4 items above, the entries should include safety into consideration.

7) Screening Schedule

Primary Screening : From Fri, June 5, 2026 to Sun, 14

Secondary selection : Fri, June 20, 2026

Preliminary Scoring for Final Judging : From Wed, June 24, 2026 to Wed, July 1

Final Selection : Sat, July 4, 2026

Regional Award Selection : From Fri, July 10, 2026 to Sun, 19

8) Announcement of the Results

The organizer will notify the winners and at the same time announce the results on the SDA website. The award winners may announce the results of the award after the date of this announcement.

9) Commendation of SDA Award

SDA Grand Prize - Minister of Economy, Trade and Industry Award winner will receive a certificate and a trophy from the Ministry of Economy, Trade and Industry

The organizer will award the winners of the SDA Award Gold Prize, Silver Prize, Commissioned Jury Prize, and SDA Jury Prize with a certificate and a trophy, and Bronze Prize, Finalists and the Regional Design Award with a certificate.

Japan Institute of Design Promotion will award the SDA Contribution Award winner with a certificate.

10) Publication of the "Catalogue of Works from the 60th Japan Sign Design Award" (hereafter referred to as Catalogue.)

SDA will edit and publish the Catalogue. For each winning work, the representative and the client will both receive a copy of the Catalogue.

11) Publication of "Annual of Spatial Design in Japan 2027 - Display, Sign and Commercial Environment" (hereafter referred to as the "Yearbook.")

The yearbook containing the works of award winners will be published in December 2026 (scheduled)

The yearbook will be edited by Rikuyosha Inc. and the Yearbook Publication Committee formed by the members of the Kukan Design Organization, namely Japan Sign Design Association (SDA), The Japan Design Space Association (DSA) and Japan Commercial Environmental Design Association (JCD), and published by Rikuyosha Inc.

12) Public Relations Activities for SDA Award

The organizer will develop publicity activities to promote and educate the public about sign design through the award-winning works. In cooperation with other design-related organizations, the organizer will engage in activities to disseminate excellent designs widely both domestically and internationally.

13) Fees for SDA Award

Applicant shall cover the fees as stipulated in the "SDA Award Application Guideline."

It is possible to issue additional certificate and trophy for a fee, limited to the related parties.

14) Information Disclosure

The organizer may use the information provided by the applicant, as specified in advance, for the purpose of publicity of SDA Awards.

The organizer and the jury panel will not respond to requests for disclosure of information regarding the content of individual judging, including the works not selected for awards. Details are set forth in the "SDA Award Application Guideline."

15) Confidentiality of the information on submitted works

The organizer, jury members, and other parties involved in the selection process are obligated to maintain the confidentiality of any non-public information about the entries and any confidential information obtained through the jurying process.

16) Liabilities of Applicant

Applicant is liable for managing the copyrights, photo usage rights, publication rights, and industrial property rights of the work submitted. It should be noted that, if these rights are not cleared, the winning entries could not be published on the SDA website or in the catalogue or the yearbook. If the photographer is not registered as an "involved party," it shall be deemed unnecessary to indicate the name. In addition, the applicant and the photographer should have an agreement for the photo usage fee, before award application.

The organizer will not be responsible for any disputes that may arise between applicants, winners, or other third parties as a result of the entry to the award.

17) Withdrawal and Disqualification of Applications

Any application submitted without payment of the application fee after registration will be considered withdrawn.

In addition, if an applicant violates any of the rules in the Application Registration Guide or the SDA Award Application Guidelines, the organizer will disqualify the application.

18) Cancellation of Award

If a prize winner is in violation of any of the rules of this guideline or "SDA Award Application Guideline" after the announcement of the award, the organizer will cancel the award.

In addition, the organizer may also cancel the award if any of the following facts are found to be true about the winning work

- If the awarded work causes significant damage to society due to its functional defects, etc.

- If the award-winning work is publicly recognized as infringing on the design rights or other intellectual property rights of others

- If the awardee or the prize-winning work is related to an individual, corporation, or group related to anti-social forces such as organized crime groups.

19) Sponsor and Supporting Organizations

Sponsor: Japan Sign Design Association

Supporting Organizations (tentative): Ministry of Economy, Trade and Industry, Japan Institute of Design Promotion, The Japan Chamber of Commerce and Industry, Nikkei Inc., Federation of Japan Outdoor Advertising Associations, Japan Design Space Association, Nippon Display Federation, Japan Commercial Environmental Design Association, Japan Sign Association, Japanese Technical Organization for Commercial Spaces, Japan Promotional Marketing Institute, Japan Advertising Federation, Japan Advertisers Association, Japan Graphic Design Association, Japan Industrial Design Association, Japan Typography Association
(In no particular order)

20) Efforts to Protect Personal Information

SDA will observe the obligation as a business operator handling personal information and handle all personal information relevant to the award management as follows.

- In the case of receiving personal information, SDA will inform the applicant of the purpose of the use of personal information and obtain consent from the applicant. When using the personal information received, SDA will do so in appropriate manner within the range of purpose of use, which the applicant has given, consent to.

- SDA will not consign or provide the personal information provided to a third party, unless the applicant has given consent, or when SDA is legally obliged to respond to request from the judicial or administrative agencies based on laws and regulations.

- In the event an applicant requests for deletion, change or amendment of personal information on the grounds that the contents are not facts, SDA conducts necessary investigations without delay, correct the information within a reasonable period based on the result, and maintain, update and manage information accordingly.

- SDA will pay close attention to the handling of personal information and thoroughly enforce rules to the regular members and administrative staff who are in charge of the management of the activities of board of directors, steering committee, other committees and regional activities etc.

21) Purpose of Using Personal Information

- Confirmation of registered personal information of the SDA award applicant

- For contacting the applicants regarding the entry, entry fee payment and the results of screening.

- For announcing the award ceremony

- For emailing the announcements from the Japan Sign Design Association.

- For other use within the scope of and as required by the SDA award management.

April 1, 2026

The implementation schedule and other details for 2026 are subject to change depending on future social conditions.

[Guideline]

Japan Sign Design Award Application Guideline

This Guideline stipulates the requirements for application to the 59th Japan Sign Design Award (hereafter referred to as "SDA Award") and it consists of the following articles.

1. Eligibility for Application, Applicant, Parties Involved
2. Application Method
3. Fees Associated with Japan Sign Design Award
4. Application Process
5. Screening to the Announcement of Results
6. Notes on Application

1. Eligibility for Application, Applicant, Representative of the work and Parties Involved

1-1. Eligibility for Application

Signs eligible for application are those completed in the year from May 1, 2025 to April 30, 2026, that are installed in Japan or abroad.

1-2. Applicant

Applicant eligible for application is "the person responsible for design or production" of the work applying for the award. However when the organization, where "the person responsible for design or production," names a proxy to handle the administrative process, the proxy may be registered as applicant.

1-3. Representative of the work and Parties Involved

When the work wins the award, the representative of the work will be named as the awardee. Register one person representing the team involved in the design and production of work.

Parties Involved refers to the people involved in the design or production of the work submitted for award and it also includes the client, or the person photographing the images submitted for award selection. It is essential to register the names of the people responsible for direction, design, client, construction, and photography. It is possible to register the names of people directly involved in the project serving functions (roles) beyond those described above. It is possible to register up to 15 persons (or companies).

1-4. Liabilities of Applicant

In applying for the SDA Award, the applicant is liable to the following obligations. If these obligations are not performed, the organizer will disqualify the entry of the work.

- Submission of screening materials as required by the organizer
- Submission of information to be made public when the entry wins the SDA award, and the inclusion of the work in the Catalogue and the Yearbook.
- Payment by due date as stated in "4. Application Process" of examination fees as stated under "3. Fees Associated with Japan Sign Design Award."

2. Application Method

Applicant must complete the registration of required information and the parties involved of the work and upload image data for screening through the website provided by the organizer (hereafter referred to as "Entry Site") within the designated time period.

The organizer reserves the rights to reject entries deemed to infringe on the Japanese law or offensive to public order and morals, or otherwise inconsistent with the purpose and objectives of the SDA Awards.

3. Fees Associated with Japan Sign Design Award

The fees associated with the SDA award are set forth below. All prices include tax. Separate costs for payment, such as bank transfer fees, shall be borne by the applicant.

3-1 Application Fee

The application fee is ¥11,000 (¥10,000 + consumption tax of ¥1,000) per work.

The application fee includes the screening fee for the design intent (concept) and two image data. An additional screening fee of ¥1,650

(¥1,500 + consumption tax of ¥150) will be added for each additional image data submitted.

An additional screening fee of ¥19,800 (¥18,000 + consumption tax of ¥1,800) will be added for video submitted. All application and judging fees are subject to 10% consumption tax.

3-2 Request for Additional Certificate

One certificate each is awarded to the representative of the work and the client of the work. Limited to those listed as involved parties in the application process, an additional certificate may be requested. Additional production fee for a certificate will be ¥4,400 (¥4,000 + consumption tax of ¥400). The winning applicant will receive the information on how to order.

3-3 Request for Additional Trophy

One trophy is awarded to the representative of the work that wins Gold, Silver, Commissioned Jury Prize or SDA Jury Prize.

Limited to those listed as involved parties in the application process, an additional trophy may be requested. Additional production fee for a trophy will be ¥33,000 (¥30,000+ consumption tax of ¥3,000). Or ¥27,500 if the inscription is the same as the first one. (¥25,000+ consumption tax of ¥2,500). The winning applicant will receive the information on how to order.

Additional trophy cannot be requested for the SDA Grand Prize - Minister of Economy, Trade and Industry Award

3-4 Award Ceremony

Winning applicants will receive invitation to the Award Ceremony. Please inform us your attendance accordingly. Reception fee will be announced at a later date with an announcement for reception.

3-5 "Catalogue of Works from the 60th SDA Award"

Representative of the work as well as the client will each receive a copy of the book of Catalogue published by SDA. Additional purchase is possible. The winning applicant will receive the information on how to order additional copies and the price, which will also be announced on the SDA website.

3-6 "Annual of Spatial Design in Japan 2027 Display, Sign and Commercial Environment" published by Rikuyosha Inc.

SDA distributes the book at a special discounted price. The winning applicant will receive the information on how to order and the price, which will also be announced on the SDA website.

4. Application Process

In order to apply for SDA Award, applicant must complete the following procedures.

4-1. Procedure for Entry

Registration of information on applicant and the work to be entered.

Applicant must complete the registration of required information from the entry site. Entry period is from April 1, 2026 until May 29, 2026. Information should be registered on the entry site during the above period, to confirm application.

4-2 Payment of Application Fee

Application fee is to be paid from the "Payment Procedure" on entry site, by credit card or by bank transfer. Once the payment is complete, the work is formally registered for application. Payment is due by Monday, June 1.

5. Screening to the Announcement of Results

In both primary and secondary screening, the names of applicant and the parties involved will not be disclosed to the jury. Title of work, images (videos) submitted, the category and the design concept will be disclosed to the jury.

5-1. Primary Screening

Primary screening will be conducted using web-based screening system from Fri, June 5, 2026 to Sun, 14 The top 150 entries will be selected from among all entries as those that pass the primary screening.

5-2 Notification of Results of Primary Screening

Applicants of the entries accepted in the primary screening will be notified of the period and method for correcting the "Involved Party Information" upon passing the first round of judging.

This correction period is provided for final confirmation of the registered data, and correct any errors or typos. The "Involved Party Information" will be reflected in the publicly available information, such as the results announcement materials, certificates and trophies, and the descriptions in the "Catalogue" and "Yearbook". Please note that any changes made after the correction period will not be accepted. If you wish to make changes after the correction period, you will need to submit the designated change application form.

5-3 Secondary Screening

A panel of SDA judges will be convened on Fri., June 19, 2026. 150 entries selected in the primary screening, 50 entries will be selected as the finalists.

5-4 Final Selection

Final selection is held as open conference on Sat., July 4, 2026. Discussion will be held to select the Grand Prize, Gold Prize, Silver Prize, and Bronze Prize for the 50 entries selected in the secondary screening, and each prize will be determined by consensus.

5-5 Notification of Results of Secondary Selection

The organizer will notify the applicants of the winning entries..

5-6 Official Announcement of the Results

The organizer will report the results of the final selection to the Minister of Economy, Trade and Industry through the prescribed procedures. After acceptance, all applicants will be sent the results by e-mail. The results will be concurrently announced on SDA website. The announcement is scheduled in early-September.

5-7 Providing Information to be included in the "Annual of Spatial Design in Japan 2027 - Display, Sign and Commercial Environment" (hereafter referred to as the "Yearbook.")

The organizer will provide the final results with the information on the title of work, the place of installation, the month the sign is completed, the involved parties, the design concept and the images submitted in application, to help Rikuyosha Inc. to edit and produce the Yearbook. We appreciate your cooperation when Rikuyosha Inc. request for images with higher resolution as well as to confirm data to be included in the publication.

5-8 After Winning the Award

The organizer will send the winners and all applicants the following information in addition to the results announcement materials in due course.

- Request for additional certificate (Sent to prize winners, jury award winners, the finalists, regional award winners)
- Request for additional trophy (Sent to gold and silver prize winners, jury award winners)
- Invitation to award ceremony (Sent to prize winners)
- Information for purchase of Catalogue, and Yearbook. (Sent to all applicants.)

Once the results are announced, the winners may make the results public in their corporate website. Should you wish to use the logo data for SDA or SDA Award in their publicity, please contact SDA secretariat.

6. Notes on Application

6-1. Duplicate Entry of Single Work

As a general rule, one entry per work is expected. However multiple entry of the same work from different perspective (for example, "Built Environment" and "Sign System") are allowed.

Specially, when the names of the representative member differ in the two entries, make sure to coordinate the two entries in the points below.

- Title of the work should be differentiated, so the difference in perspective is obvious.

- Apply with respective design concept

- Apply with photographs of different motifs and different angles showing different points of view

In the event the two entries of the same work wins the prize, editors of the SDA website, Catalogue, and Yearbook reserve the rights to select photographs to be published.

6-2. Images and Videos for Examination

Image data and the video data submitted in application should not be treated by any form of processing, except for adjustment within common sense (such as the change in exposure or fine adjustment of color temperature or trimming) and modifying the number of pixels or changing the compression ratio to reduce the file size. In the event a fraudulent application, such as digitally processed falsified images or video not depicting the actual work is discovered, the entry will be disqualified even after the completion of screening process.

Design Concept, Image Data and Video Data, should not display: the name of applicant or the persons involved, including the logo marks, indicating such information, unless such information is a part of the work presented. The organizer may disqualify the entry that violates this rule.

6-3. Handling of Disqualified Applications

Any violation of the preceding paragraphs or plagiarism is confirmed, the entry will be disqualified. The applicant will not be notified about the reason for disqualification and the application fee will not be refunded.

6-4 Withdrawal of Application

Any application submitted without payment of the application fee after registration will be considered withdrawn and the work will not be considered for screening. If an applicant requests to withdraw from the competition after payment has been made, the request will be accepted and the examination fee will not be refunded.

6-5. Attribution of Rights

The copyright of all information related to the work registered by the applicant belongs to the applicant. However, the applicant is asked to grant the rights to SDA, the Yearbook Publication Committee of the Kukan Design Organization and Rikuyosha Inc. to use the information as follows.

- In the screening process and in the announcement of the awards and other publicity activities conducted by SDA
- Publication in the "Catalogue" and other publications edited and issued by SDA
- Publicity for the SDA and posting on the SDA website
- Presentations at exhibitions and seminars sponsored by or involving SDA
- Publication in the Yearbook published by Rikuyosha
- Recording on digital data storage media for the implementation and activities stated above.

6-6. Release of information

The organizer will disclose the information on works registered by applicants in the following publication.

- SDA website
- SDA award entry website
- SNS used by SDA

April 1, 2026

The implementation schedule and other details for 2026 are subject to change depending on future social conditions.

[Guideline]

Japan Sign Design Award Screening Guideline

This guideline stipulates the requirements for screening of the Japan Sign Design Award and it consists of the following contents.

- 1) Establishment of Jury Panel
- 2) Role of Jury Panel
- 3) Appointment of Jury
- 4) Jury Code of Conduct
- 5) Selection Criteria

1) Establishment of Jury Panel

The organizer will establish a jury panel to select the Japan Sign Design Award (hereinafter referred to as "SDA Award") and the Japan Sign Design Contribution Award through strict judging in accordance with the Japan Sign Design Award guidelines. Each jury panel will consist of the following judges. The jury president oversees all the jury panel, and in the event that the jury president is unable to serve, the vice jury president will act on his/her behalf.

Primary Screening: Panel is convened by jury president, and jury panel is composed from jury president, vice jury president, SDA juries and regional juries.

Secondary Jury: Convened by the head of the jury, the panel consists of the head of the jury, the deputy head of the jury, and the SDA jury members.

Final Jury: Convened by the head of the Jury, the panel consists of the head of the Jury, the deputy head of the jury, and the SDA jury members, and the commissioned jury members.

SDA Contribution Award Jury Panel: Panel is convened by jury president, and jury panel is composed from director of Japan Institute of Design Promotion, jury president, vice jury president and SDA juries.

Regional Award jury panel: Panel is convened by representative secretary from each SDA region and jury panel is composed from regional juries and the regional members nominated by the representative secretary.

2) Role of Jury Panel

Primary Screening

All entries will be screened according to the judging criteria indicated by the head of the jury. The entries will be screened on the web within a set period of time and scored on a 5-point scale and decision on disqualification will be made. The top 150 entries will be selected from among all the entries received.

Secondary Screening

From the 150 entries that pass the preliminary screening, 50 candidates will be selected for the prizes.

Final Selection

The top 50 entries selected in the secondary screening will be judged according to the judging criteria indicated by the jury president. 5 levels of scoring will be used to select the Grand Prize, Gold Prize, Silver Prize, and Bronze Prize winners, which will be discussed and decided by consensus. The number of awards will be determined during the final selection, which is expected to include 1 Grand Prize, 4 Gold Prizes, 15 Silver Prizes, and 30 Bronze Prizes. If it is difficult to determine the number of prizes by consensus, the head of the jury will decide the number of prizes. The commissioned jury will select the commissioned jury awards.

If the decision cannot be made by consensus, the jury president will make the decision. The commissioned juries will select Commissioned Jury Prize winners.

SDA Contribution Award Jury Panel

Up to two entries will be selected by consensus based on materials submitted for works nominated for the Contribution Award.

Regional Award Jury Panel

After the secondary screening, regional representative secretary convenes regional members to select by consensus, maximum of 5 signs installed in each region for SDA Regional Design Awards.

3) Appointment of Jury

The following jury members will be appointed by the jury president.

SDA jury: SDA members having abundant experience and expertise in sign design, capable of fair and accurate judgments

Commissioned jury: Experts who understand the purpose of the SDA award and are recognized as having outstanding design experience and influence on society in their field of expertise.

Regional jury: Representative secretary (or director) from each region (Hokkaido, Tohoku, Kanto, Chubu, Kansai, Chugoku, Shikoku, Kyushu, and Okinawa) and one SDA member selected by the regional secretary. The appointment term is from April 1 to December 31, 2026.

4) Jury Code of Conduct

Judging of entries in which the judge himself/herself was involved

All members of the jury, including the jury president, are not allowed to participate in the jurying of any entry designed or consulted by the jury member, including the provision of relevant information. They may not participate in the scoring of the entries and may not participate in the deliberations.

Confidentiality regarding screening information

All judges, including the jury president, will submit a written pledge of confidentiality to the organizer prior to the start of the screening. It is strictly prohibited to divulge to any third party any confidential information related to the subject of the assessment or any confidential information obtained through the screening process.

Nomination for SDA Contribution Award

SDA jury and regional jury may nominate themselves or nominate a particular work for the SDA Contribution Award,

5) Selection Criteria

The following screening criteria have been established.

-Sociality: Evaluation of the social significance and the effect of the project, such as the harmony with surrounding landscape or environment, and sustainability.

-Informativeness: Evaluation of the work if it properly conveys the originator's intention and provides appropriate communication.

-Innovativeness: Evaluation of the work whether there is an unprecedented approach in the idea, the construction and the process.

-Aesthetics: Evaluation of the beauty in the form, the material selection and the expression.

In addition to the 4 items above, the entries should include safety into consideration.

April 1, 2026

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Contact Information for the Japan Sign Design Award
Japan Sign Design Association
2-9 FUJISERU Bldg. 3F KANDAIZUMI-CHOU, CHIYODA-KU,TOKYO
101-0024, JAPAN
Email : info@sda-award.org
<https://sda-award.org/contact>

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