



Logo Competition

Background

The IBTA was established at the world neuro-oncology conference held in Edinburgh (UK) during May 2005. Those at the inaugural meeting voted on a name, established an overall policy and elected a steering committee. At a later informal meeting it was suggested to the new steering committee that it should organise an international competition to identify a suitable logo. A panel of ten judges from around the world, drawn from clinicians, patients, carers and family members, was appointed and a prize of \$500 USD for the best entry was agreed.

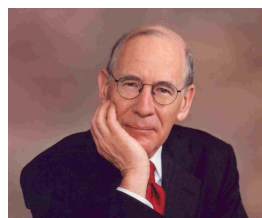
The Judges



Benedetta Tagliabue (Spain)



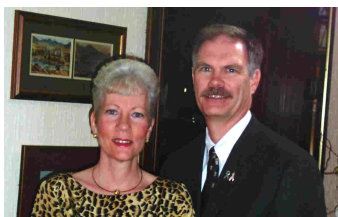
Douglas Guerrero (UK)



Dr Peter Black (USA)



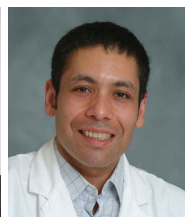
Giovanni Camporeale (Italy)



Marguerite and Kevin Sciuk (USA)



Chris and Tarsh King
(Australia)



Dr Warren Mason (Canada)



Francesca Scropetta (Italy)

Sponsorship and promotion

Sponsorship to hold the competition was received from three pharmaceutical companies with an interest in brain tumour treatments - Schering-Plough, Eli Lilly, and NeoPharm. The competition was officially launched at the European Cancer Conference (ECCO 13) held in Paris during October-November 2005 and concluded on 31 July 2006. Information about the competition was distributed by way of a brochure and through brain tumour patient support organisations such as the [American Brain Tumor Association](#), the [National Brain Tumor Foundation](#), [Brain Tumour United Kingdom](#), and the [Brain Tumour Foundation of Canada](#), together with [Macmillan Cancer Support](#) in the UK, for whose assistance we are very grateful. Information about the competition was also distributed to professional and student design organisations.

The entries

Thirty-two entries of a very high standard were received from people in the United States, Canada, the United Kingdom, Australia, Indonesia, the Philippines, Turkey and Finland. Some entrants had a deep personal interest in the subject, having been touched by the direct or indirect effects of a brain tumour in some way. It is clear from the accompanying explanatory statements that all entrants carefully studied the aims and purposes of the IBTA and crafted their design with those principles in mind.

It is also obvious that each of those who submitted an entry devoted great personal skill and dedication to the task. We are extremely grateful for their participation in the competition and thank them most sincerely.

There can only be one winner in a competition of this nature - we wish there were thirty-two!

The winner

The winner of the competition is Ms Rachel Aubrey of Queens, New York. Ms Aubrey's design [will now](#) be used by the IBTA in its efforts to raise awareness about the support, information, research and advocacy needs for brain tumour patients and their carers throughout the world.

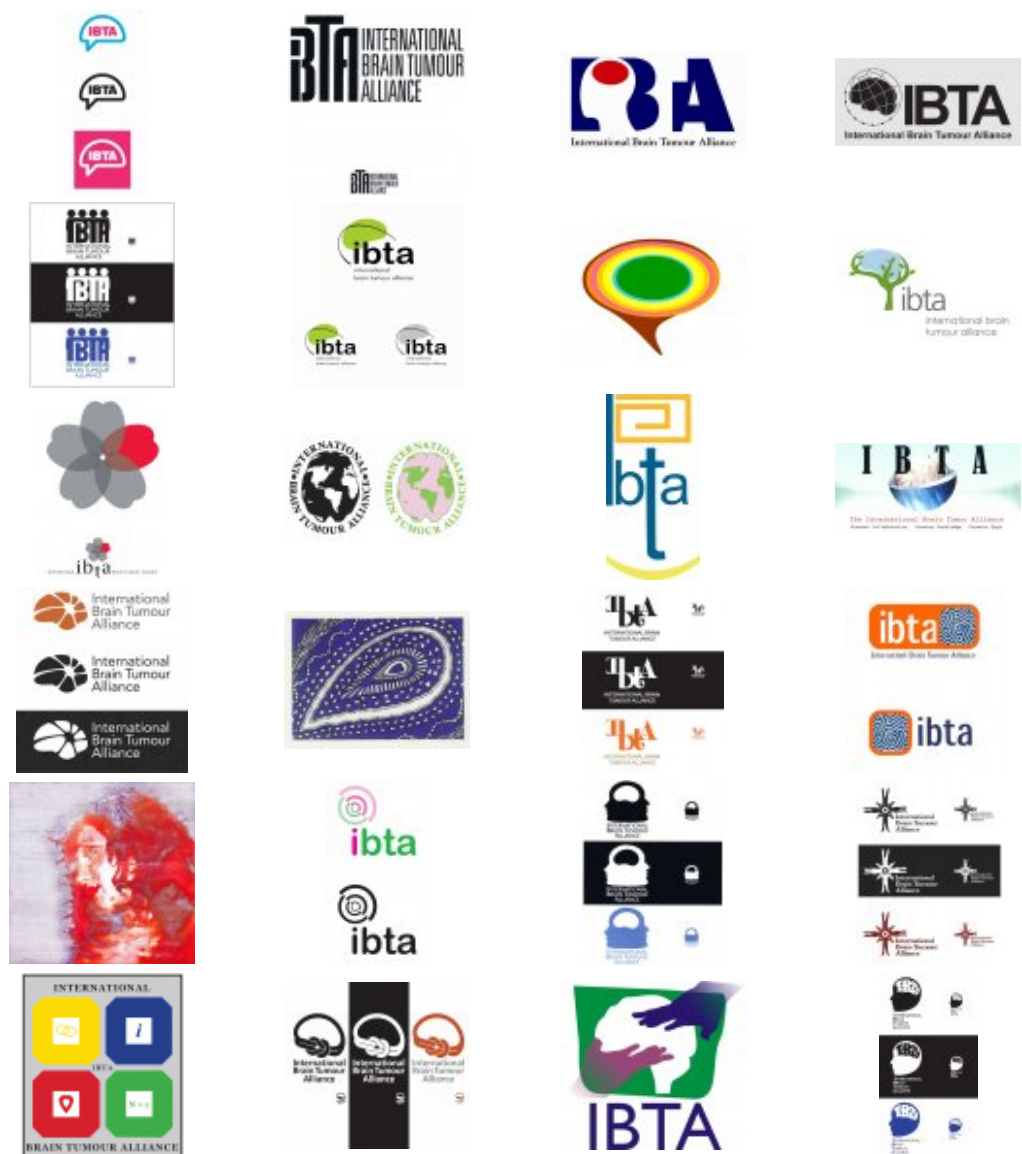
All entries have been uploaded to the IBTA website and you can access them by clicking on the thumbnail images in the index below. That link will take you to a larger image of the design, the name of the entrant, their accompanying statement (*personal identifying information was removed from the version given to the judges but has been reinstated here*), and e-mail contact information, from which you may also browse the other entries.

Remaining entries could have other uses

We anticipate that the remaining entries may be of interest to officials of newly established brain tumour organisations and those who practice in the area in a professional capacity. Many of the designs - with the name and initials altered - could easily be adapted for use as a logo for brain tumour or neuro-oriented institutions. If you wish to pursue this suggestion please contact the artist direct and may we suggest that you offer a suitable remuneration for the use of their skill and time, bearing in mind that each entrant was vying for a prize of \$500 USD in this competition.

Kathy Oliver (Secretary)
Denis Strangman (Chair)
International Brain Tumour Alliance

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The IBTA is grateful to the following companies for their financial support for this competition by way of undirected grants.



Notes: IBTA is aware that in the United States "tumour" is spelled "tumor" and will use that spelling for printed materials directed to that region. It was also the intention of the founding meeting that we seek to represent all tumours of the central nervous system. As is the practice in the scientific literature and clinical use, we use the words "brain tumour", not "brain cancer".



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The IBTA is a not-for-profit, limited liability company incorporated in England and Wales, Company Number: 6031485. The registered address is: c/o Roxburghe House, 273-287 Regent Street, London W1B 2AD, UK. Correspondence should be addressed to the Secretary (details on the Contacts page) not to the registered company address. [Click here for the Contacts page.](#)