



Official Medal Design Competition

Design a Medal That Represents Kolkata & Become Part of the Marathon's Legacy

The winning design will be transformed from an idea into a symbol of achievement that will be proudly earned and worn by thousands of runners participating in the **11th Edition of the JBG Kolkata Marathon 2026.**

Competition Objective

Create an original finisher medal design that celebrates:



Spirit of Marathon Running



Journey of Every Finisher



The City of Kolkata



Pride of Completing the Race

Your design should become a memorable symbol of achievement for thousands of runners.

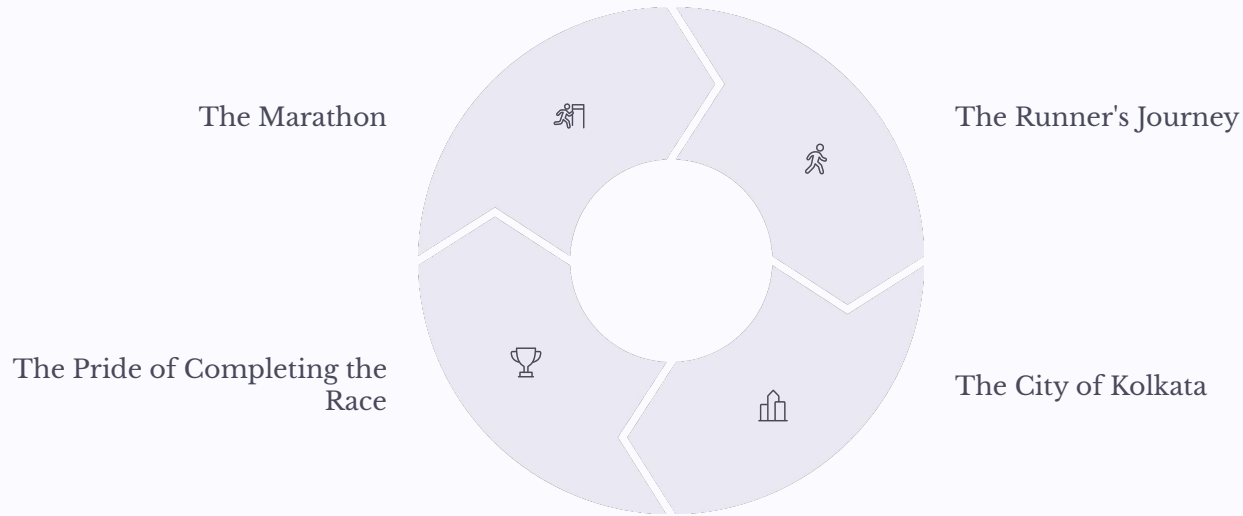


Design Theme

"Kolkata in Every Step"

This theme is intended as a **creative direction, not a limitation.**

Participants are encouraged to interpret the theme in their own unique way and develop an original medal design that creates a meaningful connection between:



Note: Participants are not required to represent every aspect of Kolkata. A strong and focused concept using a few carefully selected elements is often more impactful than an overcrowded design.

Mandatory Design Elements

Every submission must clearly and creatively incorporate:

Official Event Logo

Official JBG Kolkata Marathon logo

Edition Number

The medal must clearly communicate that this is the **11th Edition**

This may be represented through:

- "11th Edition"
- The number "11"
- Roman numerals
- Creative typography
- Structural or visual integration within the medal design





Mandatory Design Elements (Continued)



Event Date

29 November 2026



Event Name

JBG Kolkata Marathon 2026



Finisher Identification

The word **FINISHER** must be clearly visible on the medal.



Representation of Kolkata

The design must reflect Kolkata through culture, architecture, lifestyle, art, heritage, food, music, literature, history, sports, or other defining characteristics of the city.

Kolkata Elements That May Be Explored



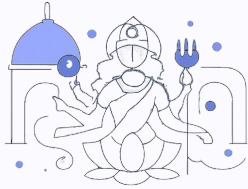
Monuments & Architecture

- Howrah Bridge
- Victoria Memorial
- St. Paul's Cathedral
- Indian Museum
- Heritage buildings
- City landmarks

Transport & City Life

- Yellow taxis
- Trams
- Hand-pulled rickshaws
- Hooghly River
- Street scenes
- Local neighbourhoods

Kolkata Elements That May Be Explored (Continued)



Art & Culture

- Durga Puja artistry
- Bengali literature
- Music and theatre
- Traditional crafts
- Cultural icons
- Artistic expressions



Food

- Rosogolla
- Mishti
- Street food culture
- Culinary heritage



Sports & Community

- Running culture
- Football heritage
- Cricket passion
- Community spirit



Important: All cultural and religious elements must be represented respectfully and sensitively.

Medal Size & Shape

Maximum Medal Size

3 inches × 3 inches

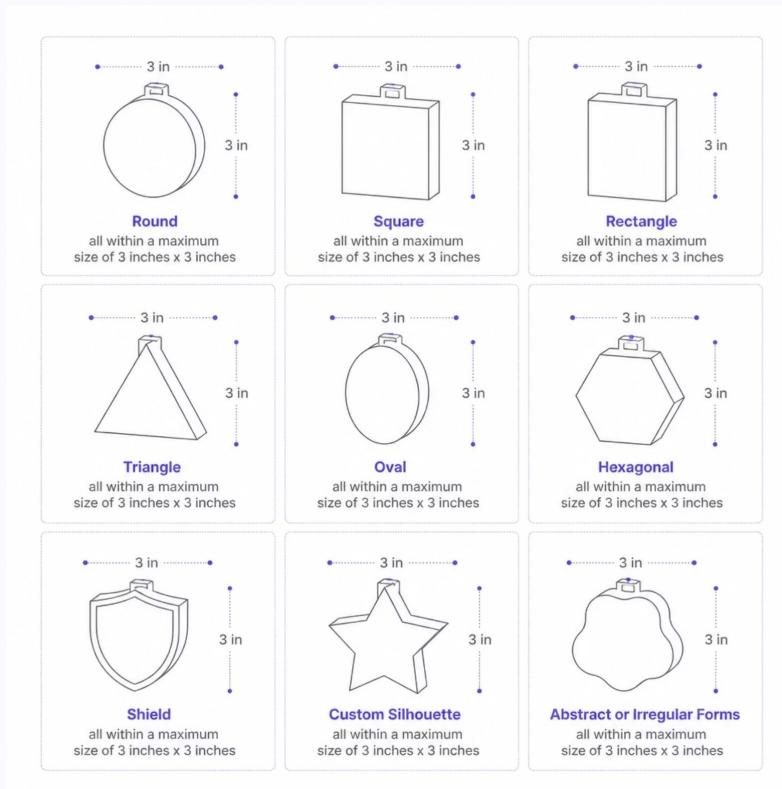
Shape Options

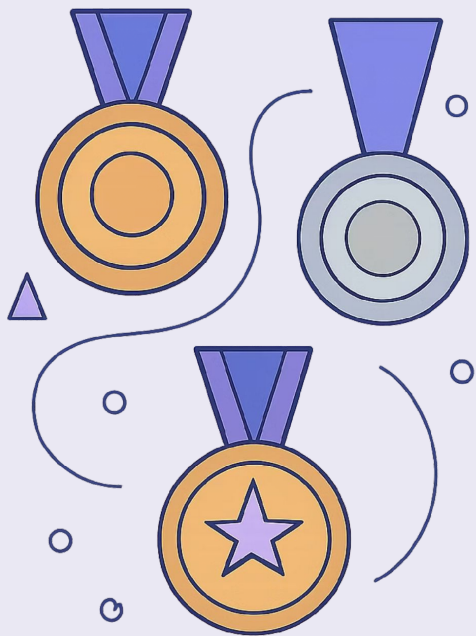
Participants are free to design the medal in any shape, including:

- Round
- Square
- Rectangle
- Triangle
- Oval
- Hexagonal
- Shield
- Custom Silhouette
- Abstract or Irregular Forms

Ribbon Attachment

The design must include a suitable provision for attaching the medal ribbon.





Colours, Materials & Finishes

Participants may propose any suitable combination of:

Colours

- Monochrome
- Dual Colour
- Multi-Colour

Metal Finishes

- Antique Gold
- Antique Silver
- Antique Bronze

Surface Finishes

- Matte Finish
- Gloss Finish
- Metallic Finish

Colours, Materials & Finishes (Continued)

Additional Manufacturing Techniques

Additional manufacturing techniques may include:

- Enamel Filled
- Embossed
- Debossed
- Textured
- Cut-Out Elements

Recommendation Requirement

Participants should recommend their preferred colours, materials and finishes as part of the submission.

Final Production Note

The final colours, dimensions, materials and finishes may be modified by Sportiz and/or the medal manufacturing partner to meet branding, production and technical requirements.



Previous Years' Medals For Reference



Previous Years' Medals For Reference





Submission Requirements

Digital Submission



Presentation

PDF Presentation



Artwork Files

High-resolution JPG or PNG files

Editable vector file in:

- AI
- EPS
- SVG
- CDR



Font Requirement

Fonts converted to outlines

Technical Specifications & Optional Physical Submission



Technical Specifications

- Minimum **300 DPI** resolution for raster images
- **CMYK** colour format wherever applicable

Optional Physical Submission

Participants may also submit:

- A3 Presentation Board
- Printed Medal Mock-Up
- Three-Dimensional Prototype or Model

Design Kolkata. Inspire Runners. Leave a Legacy.