SHOW US YOUR SPARK



BIC lighters are inviting artists across the Republic of Ireland to create an original BIC lighter décor.

Your design should celebrate a personal hidden gem in Ireland, **your spark!** It could be inspired by a special place, landmark, object or detail that means something to you.

The BIC lighter brand panel will select a shortlist before the public then vote for their favourites.

Eight winning designs will be brought to life as finished lighters. They will feature in a new **BIC Irish lighter collection**, due for release in 2027.

The artist of each winning design will receive a **€200 cash prize** plus a **full set of the final lighter collection.**

Closing date:
Wednesday 11th November 2026

The Brief

Create your spark artwork using the supplied BIC lighter template.

This is not about following a style but creating a coherent visual language that embodies your spark, offering a diverse look and feel that speaks to the nation.

BIC's creative character is best expressed in artistic textures, illustrations, typography and pattern expressions always looking to carry a message of positivity.

Creative considerations

- Simple yet smart
- Empowering illustration
- Storytelling with a smile
- Message of positivity
- Bold in shape and colour
- Illustrations are figurative and can contain a graphic twist.
- Illustrations should be gentle and rounded.

Creative Direction

We have identified a selection of sparks that can be used as inspiration. Each one carries a message of positivity and relates to modern Ireland. Here is a list of ideas to start you off that our content creator Cassie Stokes found on her travels around Ireland:

- Hiking
- Being out on the water:
  Surfing, Fishing, Kayaking, Wild Swimming
- Local Ice Cream
- Coffee & Cafés
- Irish Cuisine
- Traditional Music
- Irish Landscapes
- Village Life

Watch Cassie Stokes on her adventures around Ireland to find local sparks.

@cassiestokes

Keep up to date on shortlist and winning designs.

@biclighterseu

Your design must:

- Fit the template provided.
- Be submitted as a CMYK jpeg at 300dpi.
- Work as a seamless, repeating tile around the lighter.
- Be entirely original and created without generative AI.

You may use any physical or digital medium to create your spark as long as you can supply it in the required format. You can enter as many designs as you like.

Shortlisted designs will be judged not only on creativity, but also on originality and perceived commercial appeal.

Terms & conditions

Entrants must be aged 18 or over and based in the Republic of Ireland. Winning artists will be required to assign intellectual property rights to BIC for use of their Design. Full details are available in the competition terms and conditions.

Full competition T&Cs

Creative Watchouts

- No logos, trademarks, copyrighted characters, official emblems, mascots, mottos or other protected assets.
- No weapons, violent imagery, threats or content that promotes or incites violence.
- Avoid references to restricted or harmful products such as tobacco, alcohol, drugs, or illicit products.
- Don't reference flammability. Avoid fire, large flames or flammability symbols.
- Don't include sexualised, offensive content or imagery that objectifies people.
- Avoid targeting young children such as teddy bears, toys, cartoons or representations of children.
- Avoid religious and political references, symbols or imagery that could be considered disrespectful.

Creative Principles

We've provided some lighter style principles as a starting point for exploring different themes, visual territories and design possibilities.

1

Illustration System

Joyful and positive.
Gentle and rounded.



2

Smart Simplicity

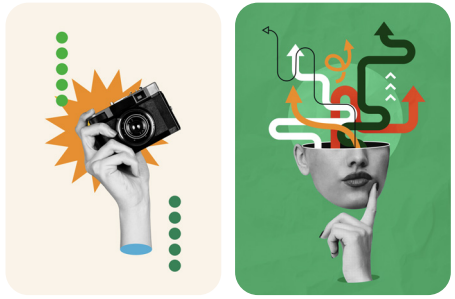
Simple yet smart.
Message of positivity.



3

Illustrated Photography

Integrated in smart illustrative story.
Part of a creative collage.



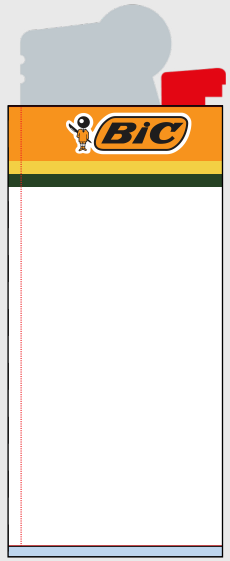
4

Textures and Patterns

Infinitive graphic pattern.
Graphic abstraction.



Download template here



How to enter

Download the template and submit your design below.

Submit your design here

Include your name and contact details and a short description of the inspiration behind your design. Remember, simple solutions are often the best solutions.

Show us your Spark!