

UCLA T-SHIRT DESIGN CONTEST RULES

Contest Overview

UCLA students are invited to submit their designs for the 6th annual UCLA T-Shirt Design Contest. The winning design will be reproduced on t-shirts and sold in the UCLA Store and on uclastore.com. A portion of the proceeds from the sale of the winning shirts will be given to an organization chosen by the ASUCLA Board of Directors. The winning designer will receive a \$1,000 UCLA Store gift card, an official UCLA T-Shirt Contest Winner Certificate, and 5 free t-shirts featuring the winning design. Finalists will each receive an official UCLA T-Shirt Contest Finalist Certificate, plus one free t-shirt featuring their design entry compliments of Bruin Custom Print.

Who may enter

- Only full-time, regularly-enrolled UCLA students may submit an entry. Each student is limited to one entry per year.
- Previous winners of the UCLA T-Shirt Design Contest are ineligible.

Important dates

- All entries must be submitted by 11:59pm, Friday, November 9th 2018.
- All qualifying entries will be displayed at the UCLA T-Shirt Design Contest Showcase on Wednesday, November 14th 2018
- Contest Finalists will be chosen by the ASUCLA Board of Directors, the office of USA Internal Vice President, GSA, and ASUCLA Management. The complete list of Finalists will be announced Tuesday, November 20th, 2018.
- Online voting will take place 9th Week of Fall Quarter, 2018. Voting will close at 5pm on Friday, November 30th 2018.
- The winning design will be announced on Wednesday, December 5th 2018.
- The winning design will be featured on t-shirts available for purchase in the UCLA Store and at uclastore.com beginning Winter Quarter 2019.

Rules for use of UCLA logos and mascots

- With the exception of the images provided in the [UCLA Logo & Mascot Downloads Library](#) (see Official UCLA T-Shirt Design Contest website), all designs must be your original art or design work. By entering the contest, you are representing that your submission is your own original work and that it does not infringe upon the copyright or intellectual property rights of others.
- The objective is to create interesting, new t-shirt designs. It is **not** to reinvent or redesign any official UCLA word mark logos or mascot.
- Designs may include the letters “UCLA” in alternative styles, fonts, and colors – you are not limited to using the official UCLA logotypes provided in the [UCLA Logo & Mascot Downloads Library](#). However, any alternative version of the letters “UCLA” **must** 1) be significantly different from any official UCLA logo, and 2) always read from left to right or top to bottom.
- Designs may include original illustrations of a real bear but may **not** include character bears or mascots other than the official UCLA mascot characters provided in the [UCLA Logo & Mascot Downloads Library](#).
- Use of any of the UCLA logos or designs provided in the [UCLA Logo & Mascot Downloads Library](#) is optional. However, if you do choose to include an element from the [UCLA Logo & Mascot Downloads Library](#), it **must** be used exactly as provided without any alteration whatsoever to color, outline, fill or any other aspect. Please note that UCLA marks named “Bear Silhouette” and “Paw Print” located in the [UCLA Logo & Mascot Downloads Library](#) may be “texturized,” as long as the original shape and structure of these marks remain intact. The trademark symbols may not be deleted from the images.
- Use of any official UCLA logo, mark, or typeface other than those provided in the [UCLA Logo & Mascot Downloads Library](#) is prohibited.
- Designs may include original illustrations of the UCLA campus and buildings.
- All designs must include “UCLA” or “University of California Los Angeles” in some form.

Rules for use of color

- Designs may contain up to a maximum of four solid colors. Use of gradients is prohibited, and use of textures should be limited to no more than four solid colors.

- Designs may not feature red as a prominent color.
- Designs may not feature blues or golds as prominent colors that are not part of the official UCLA color palette.

Designs may NOT include

- Mash-ups, parodies, or references to colleges or institutions other than UCLA.
- Adult references such as sex, drug use, profanity, gambling, or the like.
- Any elements that incorporate the copyright, trademark, or intellectual property of any third party.
- Any images of or references to any individual, living or dead.

Other general rules

- Only one entry per person.
- All submissions will be screened by ASUCLA Management, UCLA Trademarks and Licensing, and the ASUCLA Board of Directors for adherence to rules. The ASUCLA Board of Directors reserves the right to reject any entry for non-compliance with the Rules, and also to make changes to the winning design before printing, including image size or print color, or addition of trademark indicators.
- The ASUCLA Board of Directors reserves the right to disqualify any entry if we find irregularities that appear to indicate manipulation of the scoring system during voting.
- By submitting your design, you grant permission for your design and your name to be used by the ASUCLA Board of Directors for the purposes of promoting and marketing the 2019 T-Shirt.
- “UCLA” and related names, marks, and images including images of campus (hereinafter, “UCLA Marks”) are the trademarks of The Regents of the University of California (“The Regents”). All rights with respect to any designs, logos, or artwork which you may create which include one or more UCLA Marks or that is used in conjunction with the UCLA Marks shall be deemed the sole and exclusive property of The Regents. In this regard, any designs, logo, or artwork so created by you shall be deemed as work made for hire and shall be owned by The Regents. In the event that such designs, logos, or artwork do not so qualify, as necessary, you agree to assign to The

Regents all rights, titles, and interests to and in such designs, logos and artwork, including all copyright and trademark rights associated therewith. You are not permitted to make any copyright claims to any designs or graphics that are used with or otherwise include the UCLA Marks.

- The winning artist must enter into an Artist Agreement with ASUCLA prior to production of the winning T-Shirt.

Rules for submitting designs for entry

- Entries must be submitted either via email to ucla.tshirt@gmail.com, or in person during business hours at Bruin Custom Print, located on A-Level of Ackerman Union.
- Designs should fit within a rectangle that is 17 inches high and 14 inches wide.
- Only front-of-shirt designs are eligible. No back or sleeve designs will be permitted.
- A completed Submission Form must accompany all design entries.
- To submit a **PhotoShop** file:
 - Create a high resolution version (600 pixels per inch) of your design at the intended printing size. Keep all layers separate.
 - Create a 150 dpi flattened copy of your design
 - Select a PhotoShop template from the T-Shirt Downloads (see Official T-Shirt Design Contest Website) in black, white, blue, or grey
 - Drop your flattened copy onto the template you select
 - Before emailing your entry, ensure that it is 1650 x 1688 pixels and 150 dpi in RGB mode
- To submit an **Illustrator** file:
 - Convert all type into outlines
 - Save your design as an Illustrator .ai file.
 - Select an Illustrator template from the T-Shirt Downloads (see Official T-Shirt Design Contest Website) in black, white, blue, or grey

- Drop your design onto the template you select
- Export the entire file as a jpeg with the following settings: Quality = 9, Color Model = RGB, Resolution Depth = medium
- To submit **hand-drawn** art:
 - Prepare your art at 100% of the size you intend it to be printed on the t-shirt
 - Clearly mark the back of your entry with your contact info (name, email, phone) as well as which color template you wish to use (black, white, blue, or grey)
 - Attach a cover flap so the art is not subject to damage in handling
 - Deliver your design to Bruin Custom Print (A-Level, Ackerman Union), attn.: T-Shirt Design Contest