

# ISU Alumni Graphic Design Competition

**Win a \$1,000 prize!\***

Iowa State University's Department of Apparel, Events and Hospitality Management in cooperation with the Alumni Association invite ISU alumni to create a graphic design that celebrates ISU alumni. The graphic design will be used to create an exclusive line of alumni products that will be sold at Innovate 1858, a student operated retail store located in the Student Innovation Center at Iowa State University. For more information about Innovate 1858, visit our website: [www.innovate1858.com](http://www.innovate1858.com)

## Competition Timeline

- Designs must be submitted by **Friday, April 1<sup>st</sup>** at 11:59pm to be eligible for consideration.
- Apparel, Merchandising, and Design faculty, industry professionals, and campus representatives from marketing and licensing will choose the top designs to be passed on to ISU alumni for voting.
- Qualifying designs will be made available for an online vote by the ISU alumni community during the week of **April 11-15, 2022**.
- A winner will be announced **May 2022**.

## Design Requirements

1. **Designs must incorporate Iowa State University's brand standard primary colors only:**
  - a. **Main color (over 60% of design) must be:** Cardinal, Pantone 186 C.
  - b. **Must choose 2 or 3 additional colors from the following options only:** Gold, Pantone 142 C; Taupe, 449C; Tan, Pantone 451 C; Gray, Pantone 454 C; Navy, Pantone 548 C; Warm Gray, Pantone 5C; or white. See ISU graphic standards: <http://brandmarketing.iastate.edu/brand-elements/color-palette/>
  - c. **Design Dimensions:** 9-11" width, and a maximum of 14" high.
2. **Designs may incorporate the following ISU trademarks:**
  - the campanile logo
  - the words Iowa State, Iowa State University, ISU, Cyclone, Cy, Clone, or Clones
3. **Designs may incorporate the following ISU Alumni Association (ISUAA) trademarks:**
  - a. Primary ISUAA logo, used in either its primary horizontal or stacked version without modification
  - b. the word Alumni
4. **Designs must not incorporate or use any other ISU trademarks or other university symbols, word marks, logos or other indicia except as provided above.** (For clarity, this includes the university seal and all athletic trademarks including I-State, Cy's image and the cyclone image. A listing of all university trademarks are available at <https://www.trademark.iastate.edu/marks/>.)
5. **Designs must not incorporate or use the ISUAA Alumni Shield alone.** The Alumni Shield can only be used as a part of the full ISUAA primary logo.
6. Designs cannot contain any third party copyrighted or proprietary material (including but not limited to literary works of any person other than the entrant(s), corporate names, trademarks, slogans, or lyrics) or otherwise infringe on the intellectual property or other rights of a third party. Please include any written permission with your entry.
7. Font(s) used should emit a feeling of strength, tradition, and prestige.
8. Work must be original designs created by the submitter(s). Top designers must provide original design files in vector format prior to the ISU alumni voting stage of the competition to be eligible.

## General Requirements

1. Must be in English.

2. Must not include the identification of any individuals, living or dead, without that individual's written permission, or the written permission of their heirs, and such written permission must be submitted with the entry.
3. Must not depict ISU negatively and must be in keeping with ISU's desired image.
4. Must not contain any commercial, political, religious, or other third-party advertising or messaging.
5. Must be suitable for general audiences and must not contain any of the following content: (i) defamatory words or statements, including words or symbols that are considered offensive to individuals of a certain race, ethnicity, gender, religion, sexual orientation or socioeconomic group; (ii) any lewd or sexually explicit suggestive content; (iii) any content that promotes use of alcohol, tobacco, firearms/weapons, or any violent, unsafe or dangerous behavior, activities or situations; (iv) threats to any person, place, business or group; (v) profanity or obscenity; (vi) anything that would disparage or offend persons or organizations associated with ISU; (vii) anything which incites, encourages or depicts dangerous conduct, stunts or tricks, or behavior or acts that are unsafe, wrongful or immoral; or (viii) anything that violates federal, state or local laws and regulation.

**Entry Submission:** Entries must meet the requirements detailed below.

- **Entry Components:**
  - A one-page JPEG file (300 DPI) including
  - 200 word statement about the inspiration for your design, and
  - Two images: one image of your design and one with your design overlaid on product.
  - DO NOT INCLUDE YOUR NAME.
- **Save the file as:** Firstname\_Lastname\_2022AlumniDesignContest.JPEG
- **Email Components:** Complete entries into this contest must be submitted by email.
  - One-page entry (as described above)
  - Contact information: The email should include individual or team member names (along with year of graduation and major) and contact information for each member (including email address and phone number). For teams, one member must be designated the team leader.
  - Email entry to Amy Shane-Nichols [amys@iastate.edu](mailto:amys@iastate.edu) by 11:59pm on Friday, April 1<sup>st</sup>.
- Failure to comply with these requirements may result in elimination from the competition.
- **Questions?** Email Amy Shane-Nichols: [amys@iastate.edu](mailto:amys@iastate.edu)

## Judging Criteria

A panel of experts from AESHM, industry professionals, and other campus representatives will serve as judges for the preliminary round of the contest. Judging criteria for the preliminary round entries include:

1. Innovative and aesthetically pleasing use of color and design.
2. Original design that will represent the ISU brand in a creative and marketable manner.
3. Design's connection with ISU tradition and resonance with alumni.

The top designs chosen in the preliminary round of voting will move on to a final online vote by the ISU alumni community.

## Rules and Eligibility

1. The ISU Alumni Contest (the "Contest") is hosted by AESHM and ISUAA and is open only to ISU alumni ("Eligible Entrants").
2. Eligible Entrants may enter as an individual or as part of a team. No more than one entry may be submitted per individual or team. An individual cannot enter as an individual and as a member of a team. The number of team members must not exceed FOUR (4), and all entrants must be Eligible Entrants.
3. The winning alumni design(s) will be reviewed to verify uniqueness of design. However, use or registration of the winning alumni design is solely at the discretion of the university.
4. The winning designer agrees to have their name appear as the designer of the design and to participate and supply any information required.
5. The winning design will be owned by AESHM/ISU and may be used to market and produce merchandise on behalf of ISU/AESHM. The winning Entrant(s) agrees to transfer all intellectual property rights in the design to ISU

as a condition of participation in this contest and hereby assigns all of their rights in the design upon submission of the design to ISU. The winning Entrant(s) also agree to allow their name, image, and likeness to be used in showcasing and marketing the winning design.

6. AESHM/ISU reserves the right to alter the design to better fit the needs of ISU, including for manufacturing purposes and to ensure the design is unique and meets the needs of ISU

## Prizes

1. The Eligible Entrant(s) that submit the entry which receives the most votes will be awarded a prize of \$1,000. Eligible Entrant(s) understand that Eligible Entrant(s) shall be responsible for taxes.
2. For prizes won by a team, the prize amount will be divided by the number of team members identified in the entry.
3. Prize recipients are responsible for all federal, state, local and other tax liabilities resulting from their acceptance of a prize.
4. The judges will decide ranking in the case of a tie.
5. The winning entry to be selected no later than July 2022. Award disbursements will take place by August 30, 2022.

## Additional Requirements

1. Any information contained in the email submission or in connection with an entry shall be referred to collectively herein as the "Entry." Individuals as well as each member of a team shall be referred to herein as an "Entrant." If an Entrant is determined to be ineligible or not in compliance with the Contest or these rules, the Entrant(s) may be disqualified and the prize may be forfeited in its entirety. If any single Entrant associated with a team Entry is determined to be ineligible for any reason, the entire team will be disqualified and will lose any claim to the prize. In such cases where an individual or team is disqualified, ISU may award the prize to the individual or team that submitted the next highest scoring Entry. Prizes cannot be transferred or assigned prior to award.
2. By submitting an Entry in this Contest, each Entrant agrees to release ISU and all of their officers, employees and agents (collectively "Released Parties") from any and all claims, damages, expenses, losses, costs or liability (collectively "Loss") arising out of the Entrant's participation in the Contest or acceptance and use of a prize. The Entrant waives and releases ISU, and their respective owners, officers, directors, employees, representatives, and agents (collectively "released parties") from any and all claims, actions, damages, lawsuits or allegations (collectively "claims") arising out of or relating to such Entrant's entry, including without limitation any claim relating to products, recipes, formulations or processes (collectively "material") created, manufactured, distributed, published or otherwise used by ISU, either now or in the future, even if such material is the same or substantially similar to anything contained in the Entrant's contest submission provided that it can be established that such material was created without use of any Entrant's Entry. This waiver and release is a condition of entry into the contest. In addition, by submitting an Entry in this Contest, each Entrant agrees to indemnify and hold harmless all Released Parties from any and all Loss, brought or asserted against ISU or Related Parties, due to or arising out of the Entry, use of the Entry (or any portion thereof) by ISU or by anyone authorized by ISU, or the Entrant's conduct in creating an Entry, including but not limited to claims for trademark infringement copyright infringement, and violation of an individual's right of publicity or right of privacy.
3. This Contest is subject to all applicable federal, state and local laws. By participating, Entrants waive any right to claim ambiguity in the Contest or these rules. By submitting an Entry, participating in the Contest in any manner, and/or accepting prize, each Entrant agrees to release and hold harmless ISU from and against any and all claims, damages and liability arising out of participation in this Contest, and the winners agree to release and hold harmless ISU from and against any and all claims, damages and liability arising out of such winner's use or misuse of the prize. Acceptance of prize constitutes permission for ISU, and those authorized by ISU, to use winning Entrant's name and/or likeness for purposes of advertising and publicity purposes without further compensation, unless prohibited by law. By participating in this Contest, Entrants agree to be bound by the Contest rules and ISU's decisions - which are final. In the event there is a discrepancy or inconsistency between disclosures or other statements contained in any Contest materials and the terms and conditions of the Contest rules, the Contest rules shall prevail, govern and control. All material submitted become the sole property of ISU

and will not be returned. ISU is not responsible for any typographical or other error in the printing of the offer, administration of the Contest or in the announcement of the prize. In no event will more than the stated number of prizes be awarded. ISU reserves the right at its sole discretion to cancel, terminate, modify or suspend the Contest in whole or in part.

4. ISU's collection and use of information collected in connection with this Contest shall be governed by the terms of ISU's electronic privacy policy posted at <http://www.policy.iastate.edu/electronicprivacy>.

The contest is sponsored by Iowa State University's Department of Apparel, Events, and Hospitality Management, 31 MacKay Hall, 2302 Osborne Drive, Ames, IA 50011-1078 and Iowa State University Alumni Association, 429 Alumni Lane, Ames, Iowa 50011-1403 and is funded by the Donna R. Danielson Professorship in Textiles and Clothing.