

T-SHIRT CONTEST GUIDELINES

Welcome to the CAPS T-shirt design contest! We are hopeful that this is a creative design opportunity for you, gives you a chance to win an awesome reward, and have the CAPS staff rock your design! The guidelines for the T-shirt contest are noted below. Please read carefully.

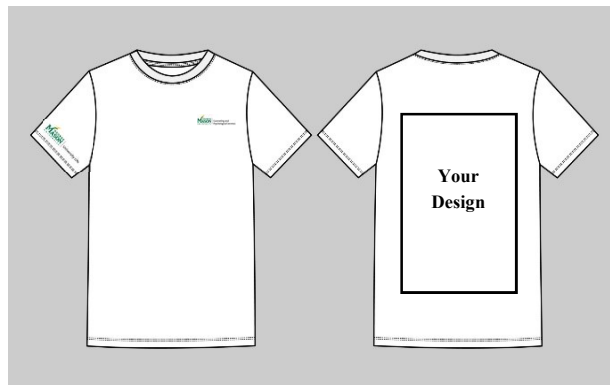
Once the contest closes, CAPS outreach team will choose the top designs and the Mason community will have a chance to vote for their favorite via the CAPS Instagram page, to narrow down our finalists! CAPS Staff will then vote on the finalists to choose a winner!

Timeline

- March 17th- Contest opens.
- April 17th- Contest closes.
- April 19th- Voting opens for the Mason community on Instagram.
- April 24th- Voting closes for the Mason community.
- April 24th- 26th- CAPS staff votes on finalists chosen by the Mason community via social media and the winner is chosen.
- May 2nd- The winner is announced and celebrated at an upcoming CAPS outreach event.

Contest guidelines

- Any undergraduate or graduate student currently enrolled at GMU.
- Designs **must be received by April 17th, 2023 at 11:59 pm EST** and adhere to the contest guidelines to be considered.
- Submissions are limited to one design per person.
- The front of the T-shirt will **ONLY** have the CAPS and University Life logos; **your design will be placed on the back of the T-shirt. The T-Shirt is intended for all genders.**
- The T-Shirt design must be your own original, unpublished work. By entering the competition, you agree that your submission is your own work, and GMU CAPS has exclusive rights to use your design. The design may not be used commercially outside of this contest



Design guidelines

- Make it cool, simple & awesome!
- The print design may include up to 5 colors. The T-shirt will be White.
- The design **may not** include any harmful language or imagery.
- Please **do not** use any imagery that is only representative of a certain community (i.e., white, people without disabilities, American, etc.) We want to ensure that our T-shirt is as inclusive as possible!
- CAPS will not approve the use of its trademarks in conjunction with:
 - Tobacco and tobacco-related products
 - Gambling and gambling-related products
 - Illegal drug products
 - Alcohol and Alcohol-related products
 - Inherently dangerous products, including weapons, firearms, explosives, or fuel
 - Sexually suggestive products
 - Racist, sexist, hateful, demeaning, or degrading language or sentiments
 - Profanity
 - Statements impugning other universities
 - Products that present an unacceptable risk of liability or are harmful to the mission or integrity of the institution
 - Another entity's registered trademark, unless explicit written permission has been granted from that entity
- The designer's signature incorporated into the design in an unobtrusive way is allowed.

Your design entry should include:

- A high-resolution JPG or PNG of just the design image.
- A JPG or PNG of the design placed on a t-shirt template to show the design placement. Size is not required but would be helpful. There are free online programs of your choice for T-Shirt mock-ups.

Submit your designs to:

- capsoutreach@outlook.com.

T-shirts will be judged on the following criteria:

- Submission meets the criteria stated above.
- Creativity and innovation.
- Eye appeal, color, and layout.
- Finalists will be selected by the CAPS outreach team using the criteria above.
- The t-shirts with the most student votes via an Instagram poll will be voted on by the CAPS staff.
- The design with the most votes from CAPS staff will be the winner!

Contest Awards:

- The winning designer will receive a **\$75 VISA gift card** and a CAPS T-shirt with your winning design on it!
- Full bragging rights and have all the awesome CAPS staff showcase your design!

Purpose of T-Shirt:

- The T-shirt will be used as the official CAPS T-shirt and may be used at giveaways for GMU students.

Questions?

- Reach out to us at: capsoutreach@outlook.com.