PICA's 25th ANNUAL ALOHA FESTIVAL T-SHIRT DESIGN CONTEST

GUIDELINES FOR CREATING YOUR T-SHIRT DESIGN

Grand prize for the winner will be: $500

Submissions will be due: 5/15/20

Winner to be notified by: JUNE 2020

Your ORIGINAL t-shirt design (with your name on the artwork) will become the sole property of the Pacific Islanders Cultural Association (PICA). The artwork will be featured on t-shirts to be sold at the 2020 Aloha Festival. The winner of this contest will be awarded $500 only, with no future payments to follow. PICA will recognize the winner in the 2020 festival program, and during stage announcements at the 2020 Aloha Festival.

Guidelines for Creating Your T-Shirt Design

• With the exception of PICA logos and designs provided in the Aloha Festival website and photo gallery (pica-org.org) which you have the option to incorporate in your design, all designs must be your original art or design work.

• The t-shirt design must include the PICA logo on the front and your design will be on the back of the t-shirt. You are limited to using the official PICA logotype, and the design you create should be relevant to/consistent with the Aloha Festival design theme and style. We would like for you to include San Francisco landmarks (1-4 in number) as part of your design, and also any Polynesian themed flowers, outrigger canoes, dancers or instruments. You can visit www.bayareaalohafestival.org to view festival photos and information.

• Designs may use a maximum of three colors and must pertain to the Polynesian culture and the spirit of the Aloha Festival. **Designs may not feature red as the prominent color, and the design should be submitted in Adobe Illustrator.ai format.**

• The objective is to create interesting, new shirt design concepts. It is not to reinvent or redesign the official PICA or Aloha Festival word mark logos, mascot and design marks.

• By entering the contest, you are representing that your submission is your own work and that to your knowledge it does not infringe upon the copyright or other intellectual property rights of others.

• Designs must include original illustrations. Designs may not include artwork of any other trademarks or logos.

• Designs may include original illustrations of the PICA Logo or Aloha Festival Event photos.

• Designs should fit within a rectangle that is 17 inches high and 14 inches wide.

Designs may not include the following:

- Mash-ups, parodies or references to other institutions other than PICA
- Adult references (sex, drugs, alcohol, profanity, gambling, et cetera).
- Any elements that incorporate the copyright, trademark or other intellectual property of any third party
- Any images of or references to any individual, alive or dead

Application for Submission: Please print legibly

Name: _____

Address: _____

City: _____ State: _____Zip code: _____

E-mail: _____

Contact number: _____

*******Please see PICA logo at the bottom of this page******

If you have any questions, please contact: events@bayareaalohafestival.org OR voice messages can be left at (415) 281-0221

All designs can be mailed to: Pacific Islanders' Cultural Association, 699 Lewelling Blvd., Suite 146—#341, San Leandro, CA 94579

All submissions must be postmarked by: 5/16/20