



JUDGING CRITERIA/WINNER SELECTION:

All eligible entries will be judged by a panel of Follett staff ("Panel"). The Panel will judge the Designs based upon the following criteria:

- Design and Aesthetic
- Creativity and Originality
- Potential Commercial Appeal
- Ability to be executed physically on Apparel/Accessories to be sold in Follett Stores and eFollett bookstore websites
- We cannot accept designs with school branding due to licensing

TECHNICAL REQUIREMENTS:

1. **File Format:** Submit designs in a vector-based format. Acceptable formats include AI (Adobe Illustrator), EPS (Encapsulated PostScript), SVG (Scalable Vector Graphics), or PDF (Portable Document Format) with vector elements.
2. **No Raster Images:** Avoid submitting designs with raster images embedded within them (e.g., JPG, PNG). Instead, utilize vector graphics for all elements of the design to ensure scalability without loss of quality.
3. **Color Limitation:** Limit the color palette to a maximum of five colors. This restriction helps streamline the production process and ensures consistency in printing or implementation across various mediums.
4. **Color Specifications:** Provide specific color codes or Pantone (PMS) references for each color used in the design. This ensures accurate color reproduction and consistency across different platforms and materials.
5. **Font Usage:** If the design includes text, outline or embed the fonts used to prevent any compatibility issues. Alternatively, provide font specifications including font name, style, and size.

6. **File Organization:** Organize the design files logically and clearly label each element or layer for easy identification. This helps streamline the review process and facilitates any necessary revisions.
7. **Clear Instructions:** Include any additional instructions or notes relevant to the design, such as preferred placement, orientation, or any specific production requirements.
8. **Proofread and Review:** Before submission, thoroughly proofread the design for any errors or inconsistencies. It's also beneficial to review the design against the provided guidelines to ensure compliance.

HOW TO ENTER:

Entry Period: The Contest begins at 12:00:01 AM Central Standard Time on May 6, 2024 and ends at 11:59:59 PM Central Standard Time on September 17, 2024 (the “Entry Period”).

How To Enter: To enter, during the Entry Period, eligible Participants may submit one entry for the Contest to Contest@follett.com. The entry must contain the Participant’s Name, Date of Birth, Mailing Address, Contact Phone Number (including area code) and Email Address as well as no more than one T-Shirt design for each subject matter (“Design”): (1) Celebrating HBCUs and (2) Celebrating Black History Month (i.e. no more than a total of two submitted Designs). Each entry must specify which subject matter each design is submitted for.

Design submissions must be consistent with the technical requirements set forth above. In the event of any dispute, the holder of the email account identified with the entry will be deemed to be the Participant.

Inappropriate and Ineligible Design Content: Designs must be: (1) entirely original and created by the Participant and (2) not infringe upon or violate any person's or entity's rights (*e.g.* intellectual property rights, rights of publicity and rights of privacy).

Designs may not feature, reference or contain any unlawful, libelous, insensitive, threatening, defamatory, obscene, vulgar, pornographic, abusive or profane materials. Designs also may not feature, reference or contain tobacco, alcohol, drugs, rebel flags, sexual connotations or other material deemed to be potentially inflammatory by Follett (in Follett's sole discretion). Designs may not feature school branding or historical figures. Designs that have been previously used in any commercial manner (e.g. offered for sale) are not eligible for this Contest.

Designs that do not comply with the above or these Rules or that otherwise contain prohibited or inappropriate content as determined by Follett, in its sole discretion, will be disqualified and ineligible to win.