



The University of the Free State Designer of the Year Competition

The University of the Free State (hereinafter referred to as the “**UFS**”) is hosting a graphic designer of the year competition (hereinafter referred to as the “**Competition**”). The UFS is inviting all students and staff members to submit a proposed graphic design (hereinafter referred to as the “**Design(s)**”) that may be featured on the selected UFS summer range sold at the KovsieGear shop, Thakaneng Bridge (hereinafter referred to as the “**KovsieGear Shop**”). All entries and Design(s) shall be subject to the guidelines as set out in this document (hereinafter referred to as the “**Guidelines**”). These Guidelines are intended to provide a set of minimum standards for all entries and Design(s) submitted in the course of the Competition in order to ensure quality, integrity, and protection of the corporate identity and image of the UFS.

Guidelines

- The **Proposal Design(s)** must be submitted in electronic JPG format to Janke Kotzé at KotzeJ1@ufs.ac.za on or before Friday 10 August 2018 at 16:30. Thereafter, a briefing session will be held to provide guidelines on the Proposal Designs.
- The **Final Design(s)** must be submitted in electronic JPG format to Janke Kotzé at KotzeJ1@ufs.ac.za on or before Friday 31 August 2018 at 16:30.
- The size of the Design(s) should not exceed A4 print size.
- The Design(s) should portray and represent the corporate identity of the UFS, including its colours.
- The Design that is selected by the panel as winner of the Competition (hereinafter referred to as the “**Winning Design**”) shall be featured on corporate clothing and gifts sold by the UFS at the KovsieGear Shop.
- The UFS shall retain all intellectual property and copyright in the Winning Design and all intellectual property rights in respect of the Winning Design shall remain the exclusive and sole property of the UFS. The UFS shall have the right to the use and benefits of the Winning Design without any financial compensation payable to the designer of the Winning Design.
- However, the designer of the Winning Design shall receive a R1 000 voucher from the KovsieGear Shop.
- Please note that the UFS corporate guidelines should be utilised and applied in the Design(s), which guidelines are available on the following link:
<http://www.ufs.ac.za/brandguide>