

## Brixton Splash Logo Competition Rules

The competition is open to Brixton residents and workers of all ages, in three categories - design professionals and design students, a public category, and a category for under 18s.

1. To enter the competition you will need to complete the tasks listed in section 11 'The Logo Requirement' of these terms and conditions.
2. Only one entry per person must be submitted. No joint entries will be allowed.
3. Only digital form entries shall be accepted as either JPEG, PDF or TIFF files of artwork, photos or scanned pieces up to 2MB in total. All entries must be emailed to [logo@brixtonsplash.org](mailto:logo@brixtonsplash.org)
4. If you use a computer programme to design your entry, the design must still be all your own work. Materials such as clip-art, photographs or pictures from the internet are not allowed and will disqualify you. Remember, this is your chance to show off your art skills.
5. The design drawing must be the entrants own original work, not defame, nor breach any copyright.
6. All submissions must include: name, date of birth, address including postcode, email address and telephone number of the entrant.
7. Please complete the entry form (below). If you don't complete a form, we may not be able to accept your entry.
8. The closing date for all entries is 5.30pm on Wednesday 29th July 2015. We have to receive all entries by that date, so make sure you send them in time.
9. Brixton Splash cannot take responsibility for any technical failure or malfunction in submission of your entry.
10. By submitting an entry for the competition, the entrant is deemed to have given consent for the entry to be published free of charge by Brixton Splash in all media, including television, print and internet, for all purposes as it wishes. Brixton Splash will own all copyrights to the design of the Brixton Splash Logo. Entrants may be required to sign additional documentation produced by Brixton Splash to evidence the assignment of copyright.

### 11. **The Logo Requirements:**

All judging will be done to the following criteria

- a. **Creative** – the designs must be striking and original.
- b. **Usable** – the designs must be able to work as a logo. The logo is likely to be featured on our website, our social media platforms and other mediums (stationary, pamphlets, t-shirts etc). As a result, while we want the logo to be eye-catching, it must still be legible.
- c. **Relevant** – the designs will have relevant meaning to the Brixton Splash. The Logo must promote the ethos and mission of Brixton Splash, our mission is to:
  - i. To promote and celebrate Brixton
  - ii. To promote and celebrate African-Caribbean heritage and culture and it's influence in the local area and beyond

- iii. To promote equality and diversity by supporting community cohesion through an inclusive festival that will foster understanding and harmony between people of diverse backgrounds
  - iv. To advance education in music, arts, heritage and culture through a festival and outreach programmes that will bring people of diverse backgrounds together for the appreciation and celebration of African-Caribbean culture and Brixton
- d. **Colour** – there are no limitations and any colours may be used. However, logo must look good in colour (if any) or black and white.
  - e. **Integrity** – logos cannot contain copyrighted material. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published. Must be easily reproducible and scalable for large and small formatting.
12. Contestants agree that Brixton Splash may publish their logo and name(s) and may use both for advertising campaigns and/or marketing materials in the future. Contestants assign all ownership rights, including all intellectual property rights to the logo, to Brixton Splash Ltd. Additionally, Brixton Splash may alter, modify or revise the logo as it sees necessary to achieve the goals of the company. Brixton Splash reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.
  13. The winner will be announced on the main stage at Brixton Splash 2015.
  14. The overall prize will be the use of the winning entry as our new logo and a goody bag (and boasting rights!)
  15. We can't return any submissions – sorry.
  16. The winner will be notified by phone or email.
  17. The competition winner accepts the prize at their own risk. Brixton Splash does not accept liability for expenses, personal injury, damage theft or loss incurred in connection with the prize won.
  18. Brixton Splash reserves the right to cancel, alter or amend the competition at any stage if deemed necessary in its opinion and entirely at its own discretion, or if circumstances arise outside its control.
  19. Prizes cannot be transferred and there is no cash alternative. In the event of any of the winners being unable to be contacted, after reasonable attempts have been made, Brixton Splash reserves the right to offer the prize to a runner-up.
  20. The winning logo will appear on Brixton Splash promotional items, Outreach Programme, and internet.
  21. Brixton Splash will only ever use personal details for the purposes of administering this competition, and will not publish them or provide them to anyone without permission (other than specified in rule 12). The parent/ guardian of an applicant is deemed to have accepted these terms and conditions when consenting to the application of the relevant entrant.

We can't wait to see your designs, good luck!

## Brixton Splash 2015 Logo Competition Entry Form

<b>Full name:</b>	
<b>Age:</b>	
<b>Address:</b>	
<b>Telephone number:</b>	
<b>Email:</b>	

Are you a Brixton Resident?.....

Do your work in Brixton? (if yes please give the name & address of your workplace)

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Please email your entry & application form to [logo@brixtonsplash.org](mailto:logo@brixtonsplash.org) no later than Wednesday 29<sup>th</sup> July 2015.