



Logo & T-Shirt Contest

Most Ford FIRST Teams have their own logos, but we don't have a logo for Team Ford FIRST (TFF). The TFF Board decided to have a competition to see who can come up with the best logo and/or T-shirt design. A logo is "stand alone" artwork that uniquely identifies a group, like the Ford Blue Oval or the FIRST geometric symbols. Here are the rules and requirements for the TFF Logo/T-Shirt Design Contest.

1. Each team can create as many designs as they like, however only one (1) logo, one (1) T-shirt design, or one (1) logo and T-shirt design combination can be submitted per team.
2. The T-shirt design can be the logo by itself or may be the logo with additional elements e.g. words or added details. A T-shirt design will include placement of the artwork on the T-shirt, specifically what goes on the front, on back, and/or on the sleeves of the T-shirt.
3. The TFF logo/T-shirt design does not need to contain the Ford Blue Oval, the UAW Circle, and/or the FIRST logo. Use of these logos is left up to the team and artist. Each of these organizations has a set of rules for the use of their logos and their use must be approved by the organizations. If the winning design does incorporate one or more of these logos, the TFF board will be responsible for obtaining the needed approvals. Please note that the names of these organizations are included in each of their respective logo designs.
4. The number of colors or shades is not limited but may affect the printing process and costs. Colorful logos are attractive but can add to the printing cost of items like T-shirts.
5. The maximum size for the original artwork is 8.5 inches wide by 11 inches tall. The winning design will be shrunk or enlarged for various applications such as banners, T-shirts, letterheads, stickers etc. If the original artwork is not an electronic format, please maintain it in case the artwork is needed later.
6. It is preferred that your submission be in an electronic format. Formats other than electronic are acceptable but will require conversion for processing (hence the maintaining of the original artwork that is not in an electronic format). It is recommended that the submission be a .jpeg and be of the highest resolution available – at least 3.1 megapixels or higher.
7. Judging will be based on originality, how well it uniquely identifies TFF, how well it reflects the ideals and goals of TFF, how well the design transfers to the various applications (banners, T-shirts, letterheads, stickers, etc.), and the cost to reproduce it.
8. The designs will be judged by the TFF board and its decision is final. The winner, as well as 1st and 2nd runner-ups, will be announced at the September 30th TFF Kickoff Event.

Submit entries to Bill Brezina (wbrezina147441mi@comcast.net) or Scott Simons (simonss@wwcsd.net) by the Sept. 18th TFF board meeting. Please contact Bill (313-563-2905) or Scott (734-748-5371) with any questions regarding the contest or contest rules.