

## MB Financial Bank Bike the Drive 2013 T-shirt Design Contest

### Here's how to get started:

1. READ THE RULES. Submissions that do not meet the posted requirements will not be considered, and a complimentary registration will not be offered.
2. DOWNLOAD THE TEMPLATE. This is the best way to ensure you're using the proper colors, document size and file type.
3. CREATE YOUR DESIGN. For tips on what makes a successful design, read the FAQ.
4. SUBMIT YOUR DESIGN FOR SELECTION. A panel of judges will vote on all submissions to narrow finalists. **Submissions are due by 11:59 p.m., February 20, 2013.** The time period from contest open to submissions deadline is approximately five weeks.
5. STAY TUNED. We will work with you to refine the design for public voting, as needed, if you're accepted as a finalist. We will post finalists to the web to tally votes. Online voting will open February 28, 2013 and will close March 15, 2013.

### How designs are reviewed:

1. A panel of judges will review all submissions, based on uniform criteria, to choose a selection of semi-finalists.
2. Semi-finalists will be reviewed by sponsors as needed before they are chosen as finalists.
3. At Active Trans' discretion, final selections will be revised as needed before they are open to public voting. Designs will be presented on identical templates to ensure fair comparison.
4. Once public voting has closed, Active Trans will announce the winner publicly and take the lead on preparing the design for printing. In the unlikely event of a tie, Active Trans will take a vote from staff.

### Rules for Submissions

1. Submit your design (PDF or AI file) to [phalupka@activetrans.org](mailto:phalupka@activetrans.org) with the words "Design Contest" in the subject line. For more details, read the FAQ at <http://bikethedrive.org/Tshirtcontest/faq>.
2. All designs must be vector art. No photos or scanned artwork.
3. Art must be submitted on a white background. T-shirts will be white cotton only.
4. All art should be original. Plagiarism and appropriation will not be accepted. Stock vector images (from iStock, Veer, etc) are allowed; the designer must declare any use of stock or royalty-free purchased art.
5. Acceptable file types:
  - a. Adobe Illustrator (.ai or .eps) files with fonts converted to outlines
  - b. Adobe PDF
6. Designers should use the provided Adobe Illustrator template
  - a. Final art must be scaled appropriately to fit the 11x17 print area
  - b. Use of Illustrator or InDesign allowed; Illustrator is preferred
7. Use of the MB Financial Bank Bike the Drive logo

- a. Vector logo art will be provided to you in the shirt template (see <http://bikethedrive.org/Tshirtcontest>)
  - b. The logo art may not be edited or modified in any way.
  - c. The logo must be used with respect to the brand guidelines of MB Financial Bank
  - d. Provide .5" of clear space on all sides of the logo
  - e. Do not place the logo onto an overly busy background
8. Ink colors: a total of seven spot inks may be used in your design
- a. 5 Pantone spot colors:
    - i. Black (100% K)
    - ii. PMS 185 Red
    - iii. PMS 2995 Teal
    - iv. PMS 139 Orange
    - v. PMS 604 Gold
  - b. 2 additional spot colors are allowed; please specify in your artwork
    - i. Recommendations include, but are not limited to, PMS 7469 Navy and PMS Warm Gray 2

### Required elements

Each design must contain the following elements:

1. The year, "2013"
2. The event logo (see <http://bikethedrive.org/Tshirtcontest>)
3. Your original design or illustration

### Optional elements

1. Event name, spelled out: MB Financial Bank Bike the Drive 2013
2. The event URL: [bikethedrive.org](http://bikethedrive.org)

### Notes on using bicyclists or bicycles in the design

1. Depictions of cyclists should take into consideration gender and racial equality where these traits are identifiable.
2. Depictions of cyclists should also consider common varieties of bikes, most popular for a fun event like MB Financial Bank Bike the Drive - i.e., don't focus on overly fast or sporty bikes. No triathlon/aero bikes or brakeless "fixies," for example, unless used alongside less-specialized bicycles.
3. Designs that feature touring road bikes, hybrids, mountain bikes, and/or tandems (or any combination of these with other bikes) will be given extra consideration during voting.

### **The following criteria will be used by our panel of judges**

1. Usability: Does the art meet standards for printing?
  - Art that doesn't work with the requirements, but that could be edited to suit printing needs, can be selected and edited prior to the public vote
2. Tone: Does it capture the positive energy of the event?
3. Marketability: Is the image subjectively attractive or exciting?
4. Imagery: Does it speak to a wide audience, even if they're not frequent bikers?
5. Brand Reinforcement: Does it speak to those who know and love the event?
6. Brand Development: Does it act as positive marketing and brand exposure for those who don't know the event?
7. That certain "Je ne sais quoi": Do you just like it, and you're not sure why?

### **Public voting criteria will include:**

1. Which option best represents the feeling you get when participating in MB Financial Bank Bike the Drive? (Does it remind you of riding the lakefront, enjoying summer, or being car-free with your fellow Chicagoans?)
2. Which shirt would YOU be most excited to wear on the day of the event? And many days afterward?