



Yale Day of Service

2024 YALE DAY OF SERVICE T-SHIRT DESIGN CONTEST

Contest Rules and Guidelines

We welcome Yale alumni and students to submit their designs for the 2024 Yale Day of Service T-Shirt Design Contest. The winning design will be featured on the 2024 Yale Day of Service t-shirts and made available for purchase online as part of the Yale collection on the Campus Customs website and at the Campus Customs store in New Haven during Spring 2024.

The artist of the winning design will receive their choice of a \$100 gift certificate to a business of their choosing, 5 free t-shirts, and name recognition for the design.

Who May Enter

All Yale alumni and students are eligible for the contest. One entry per person.

Timeline

All entries must be submitted by 11:59 PM, January 31, 2024. Entries can be submitted via email to: yale.service@yale.edu, in EPS format or vector PDF format, with the subject heading, "2024 T-Shirt Contest".

The winning design will be announced in February, 2024.

T-shirts featuring the winning design will be available for purchase in Spring 2024.

Please note: *If your entry is selected as the winning design, we will ask you to sign an Assignment of Design form.*

T-Shirt Design Guidelines

- Your design must include the words: Yale Day of Service, and the year: 2024. Emphasis on readability from distance and in photos. These words must read from left to right or top to bottom.
- All designs must be your original, unpublished art or design work, other than logos and marks from the [Yale Identity](#) website and [Yale Day of Service Toolkit](#).

- The design must be suitable for the front of the t-shirt only. We cannot accept designs for the back or sleeves of the t-shirt.
- The design must be suitable for the maximum print size of 12 inches wide by 15 inches tall.
- Designs may include up to a maximum of 5 solid colors. Designs will be printed on **navy blue** shirts.
- Designs may not feature the prominent use of the color blue that is not Yale Blue or a close approximation.
- Designs may not feature crimson or red as a prominent color.

Usage Rules for Yale Logos, Marks and Other Identifiers

- The “Yale” wordmark must be shown in Yale Blue or white and in the typeface(s) specified on the [Yale Identity](#) website. (A reasonable approximation of Yale Blue is a color that falls halfway between PMS 288 and 289.)
- If included in your design, the word “University” must be used in its entirety; no abbreviations, e.g., “Yale U” or “Yale Univ.”
- Other Yale Identity elements must be used exactly as described on the [Yale Identity](#) website or [Yale Day of Service Toolkit](#).
- No alterations of Yale logos or marks are permitted. Yale logos and marks may be uniformly scaled in the application but must not be distorted, stretched, or condensed.
- Designs may include original illustrations of Yale’s campus and buildings.

Entries will be disqualified if:

- Information submitted by the entrant is found to be untrue.
- They contain any discriminatory or other unlawful (e.g., defamatory or obscene) material.
- They suggest or imply Yale’s endorsement of businesses, organizations, or their products or services.
- They include names or trademarks of any entity, group, or person, other than Yale.
- They use or incorporate the copyrighted work or other intellectual property or proprietary right of any third party.
- They incorporate images of or references to real-life individuals, whether living or dead or fictional characters created by others.

- They include elements the university deems inconsistent with its mission, policies, and practices, including, but not limited to, Yale’s policy on [Information Concerning Activism and Advocacy](#).

Additional rules and guidelines

- All entries will be screened for adherence to these contest rules and guidelines; entries that do not comply will be disqualified. All decisions will be final.
- The winning design will be chosen by the Yale Day of Service Regional Directors and Co-Chairs, subject to approval from the university. The Yale Marketing and Trademark Licensing Office will review and approve for compliance with university retail licensing guidelines.
- Use of Yale marks, logos and other identifiers are permitted in these guidelines only for use in the creation of eligible designs for the 2024 Yale Day of Service T-Shirt Design Contest. All rights are reserved.
- By submitting your entry, you grant us permission to use your design, name, and Yale affiliation in connection with the Yale Day of Service T-Shirt Design Contest on university websites, social media accounts, and other materials that promote the Yale Day of Service and Yale’s mission.

By submitting your entry, you affirm your acceptance of and agreement to these Contest Rules and Guidelines.