



totes + tees

DESIGN COMPETITION

**showcase your creativity
and love of new england hospitality**



totes + tees
DESIGN COMPETITION

the guidelines

Thank you for your interest in our **NEWH New England Totes + Tees Design Competition** and Fundraiser! We're excited to see the creativity of our New England hospitality community shine through the design of a custom graphic that **embodies the NEWH and New England spirit.**

For more competition details, please read through this packet, which includes design guidelines, submission information, important dates, and the prize for winning.

Get ready to bring your idea come to life on totes + tees worn throughout New England!



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design guidelines

- **1500PX BY 1500PX TRANSPARENT ARTWORK (BACKGROUND SHOULD BE TRANSPARENT)**
- **UP TO 3 COLORS MAY BE USED**, NO FULL COLOR PHOTOS & GRADIENTS
- ORIGINAL VECTOR ARTWORK DESIGNS - **MUST BE CREATED BY YOU!**
- ACCEPTED FILE FORMATS - AI, EPS, PDF, PNG AND JPG FILES
- DESIGN SHOULD RELATE TO NEWH NEW ENGLAND + THE HOSPITALITY COMMUNITY



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design considerations

- CREATE A **POSITIVE, INCLUSIVE DESIGN** THAT REFLECTS OUR AMAZING HOSPITALITY COMMUNITY!
- CONSIDER **CONTRAST, COMPOSITION, SCALE, AND USE OF COLOR** IN YOUR DESIGN
(BACKGROUND COLORS + SCALE OF DESIGN WILL VARY)
- THINK ABOUT **LEGIBILITY + CLARITY** OF DESIGN INTENTION
- SELECT **ORIGINAL** ICONOGRAPHY, GRAPHICS, AND PHRASES THAT RELATE TO NEWH
SUBMITTED DESIGNS SHALL NOT CONTAIN COPYRIGHTED OR TRADEMARKED GRAPHICS, LOGOS, FONTS, ETC



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submission guidelines

- VISIT [THIS WEBSITE](#) TO SUBMIT YOUR DESIGN, ALONG WITH THE REGISTRATION FORM FILES TO BE SMALLER THAN 10MB TOTAL - IF YOU HAVE ANY ISSUES, PLEASE REACH OUT TO US AT NEWH.NEWENGLANDREGION@GMAIL.COM
- ALL SUBMISSIONS MUST BE MADE BY MARCH 1ST AT 11:59PM EST IN ORDER TO BE CONSIDERED
- SUBMISSIONS MUST MEET ALL CRITERIA AND REQUIREMENTS OUTLINED HERE IN ORDER TO BE ELIGIBLE - QUESTIONS? FEEL FREE TO REACH OUT TO US!
- ANYONE MAY PARTICIPATE!
- THE WINNER RECEIVES (1) TEE OR TOTE WITH THEIR DESIGN FEATURED, NAMED IN THE MARKETING CONTENT FOR THIS FUNDRAISER, + WILL BE HIGHLIGHTED ON OUR SOCIALS + NEWH MAGAZINE



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voting guidelines

- VOTING WILL BE OPEN TO **ALL MEMBERS AND NON-MEMBERS OF NEWH**
- AN EMAIL WILL BE SENT OUT WITH THE LINK TO THE VOTING PLATFORM. YOU MAY ALSO FIND THE LINK THROUGH OUR INSTAGRAM ACCOUNT (@NEWH_NEWENGLAND)
- VOTING WILL OCCUR MARCH 11-15, UNLESS OTHERWISE NOTED
- EACH PERSON WILL RECEIVE (1) VOTING OPPORTUNITY AND MUST PROVIDE THEIR EMAIL ADDRESS (WE PROMISE NOT TO SPAM!)
- THE DESIGN WITH THE MOST VOTES AT THE END OF THE VOTING PERIOD WILL BE CHOSEN AS THE DESIGN FOR OUR 2024 TOTES + TEES FUNDRAISER!



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important dates

DESIGN COMPETITION KICK-OFF: THURSDAY, JANUARY 25TH

DEADLINE FOR SUBMISSION: FRIDAY, MARCH 1ST AT 11:59PM EST

ONLINE VOTING: MARCH 11-15 (VOTING CLOSSES MARCH 15 AT 11:59PM EST)

WINNER ANNOUNCED: MARCH 20TH

TOTES + TEES FUNDRAISING CAMPAIGN OPENS: MARCH 25TH



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the fine print

- Design is original and owned by you or you hold appropriate license(s) to use such Content
- Design contains no copyrighted or other protected material owned by others;
- Design contains no misleading, inaccurate, and/or dishonest statements;
- Design does not impersonate another business, individual, or charity;
- Design does not constitute, promote or encourage illegal acts;
- Design does not infringe or violate other's rights;
- Design does not contain any discriminatory, obscene, pornographic, defamatory content, liable to incite racial hatred, in breach of confidentiality or privacy, which may cause annoyance or inconvenience to others, which encourages or constitutes conduct that would be deemed a criminal offense, give rise to a civil liability, or otherwise is contrary to the law in any applicable jurisdiction;
- Design / file does not contain content which is harmful in nature including, and without limitation, computer viruses, Trojan horses, corrupted data, or other potentially harmful software or data;
- Design does not victimize an individual or group of individuals with hurtful or hateful language.
- Any graphic that does not meet all requirements outlined in this packet will not be eligible for voting. NEWH reserves the right to return / not include any graphic that NEWH feels does not meet these requirements.
- Upon submission, NEWH is given exclusive rights to the design and as such, will not pay to use the graphic on marketing and goods
- Author of design shall be named in the marketing of the fundraiser products, given a member spotlight on socials, named in our annual update in the NEWH Magazine, and will receive (1) complimentary tote or tee based on the available selections from Bonfire and NEWH; No additional compensation will be provided.