

# Green Thing

## OFFICIAL RULES AND GUIDELINES

Bloomsbury Colleges 'Green Thing' logo design competition

### Competition rules

The Bloomsbury Colleges invite you to show your artistic side and commitment to our environmental campaign by helping to design its new logo.

The campaign is called 'the Green Thing' and includes making the infrastructure of your institution more sustainable as well as promoting environmental awareness among staff and students.

The winning design will be the basis for the campaign's new logo, which will be used on all communications for the 'Green Thing' campaign across the participating colleges (Birkbeck; Institute of Education; School of Oriental and African Studies; London School of Hygiene and Tropical Medicine; School of Pharmacy), providing a recognisable brand for environmental communications within the institutions.

Entry deadline: Friday, 11 March 2011

### How to Enter

The competition is open to students, alumni and college/institution staff from the Bloomsbury Colleges.

Simply send your design to [greenething@bloomsbury.ac.uk](mailto:greenething@bloomsbury.ac.uk), along with your completed entry form.

You can submit up to three designs in total.

Entries should be submitted in gif, tif, jpeg,; pdf format. You may also scan hard copy entries for submission. Please note that if your entry is made in an alternative format and cannot be accessed by our team, the entry will not be accepted.

The winning design will be submitted to Birkbeck's in-house designers to be worked up into the official logo and used on all future communications for the 'Green Thing' campaign.

### Prize

You can win £50 worth of vouchers to spend at the Cycle Surgery, Great Portland Street and the chance to see your design used across the colleges for the duration of the 'Green Thing' campaign.

This prize is non-negotiable and no cash alternative will be offered.

The winning entrant will receive email notification of their prize.

The winning design will be announced on Monday 4 April 2011.

## **Judging**

The winner will be selected by the project team of the 'Green Thing' campaign, which consists of senior members from each of the participating Bloomsbury Colleges.

All entries will be anonymous on submission to the judging panel with entrants revealed only when a winner has been selected.

The decision of the judging panel is final.

## **Rules**

- By entering the competition, entrants agree to grant the Bloomsbury College's permission to use their design as the basis for the design of the official 'Green Thing' logo. The winning design will be submitted to the Birkbeck in-house designers to be worked up into the official logo and used on all future communications for the 'Green Thing' campaign.
- Entrants can submit up to three designs in total, but no more than two designs in any one category.
- All designs entered must be the entrant's original work.
- Any entries deemed to be offensive, obscene or distasteful by the panel will be rejected.
- If an entry is found to have been fraudulently obtained, the contestant will be disqualified. If a winning design is disqualified, a new winner will be declared.
- Entry deadline: Friday 11 March 2011. No entries submitted later than this deadline will be accepted.

## **Copyright**

Entrants will retain copyright of their submitted design(s). However, by entering the competition, entrants agree to grant the Bloomsbury Colleges a non-exclusive, royalty-free worldwide licence to publish and use the design(s) as desired, either in print or online.

By entering the competition, entrants agree to grant the Bloomsbury Colleges permission to use their design as the basis for the design of the official 'Green Thing' logo.