

CANOE KAYAK CANADA DESIGN CONTEST GUIDELINES



**CANOE KAYAK
CANADA**

**T-SHIRT DESIGN
CONTEST**



**CANOE KAYAK
CANADA**

**CONCOURS
DE DESIGN DE T-SHIRT**



**SEND US
YOUR DESIGNS**

**ENVOYEZ-NOUS
VOS CRÉATIONS**



**CANOE KAYAK
CANADA**

**#WEPADDLE
#NOUSPAGAYONS**

CALLING ALL ARTISTS!

Canoe Kayak Canada is excited to launch the 2019 t-shirt design contest !

For the second time, Canoe Kayak Canada is holding the annual design contest! We need your help and want you to submit your best Canoe Kayak themed design for new items in our CKC Boutique!

1. Submit your design for a chance to win the CKC t-shirt design contest and have your design added to items on our CKC Boutique!

2. The team at CKC will select its favourite designs as our contest finalists and will put the vote out to the public!

3. The selected finalists will have their design posted on CKC's Facebook page and the public will be invited to vote for the best design to determine which design will be featured on the CKC Boutique in 2019!

For further details and all rules about the contest, please visit CKC's [Online Boutique](#)

FINALISTS & WINNER

All finalists will be selected by the CKC staff based on specific criteria and the final winner will be selected through a public online vote on Canoe Kayak Canada's Facebook page.

Each finalist will win a new CKC beanie and a CKC sticker!

PRIZES

- Feature on the CKC Paddles Up Magazine
- Feature on the 2019 boutique collection
- Design featured at major events of 2019
- Swag bag of the CKC Summer 2019 collection

DESIGN SPECIFICATIONS & GUIDELINES

LANGUAGES

Canoe Kayak Canada is a bilingual organization and all CKC design will be designed in both official languages. Keep in mind that if you add text to your design, all elements may be translated to **English** and **French**.

CANOE KAYAK CANADA BRAND

Your design must be inspired by the Canoe Kayak Canada brand:



- All artwork must be entrant's own original design and un-copyrighted;
- Words, graphics and simple line images can be used
(photos - personal or from the internet - will not be accepted)

COLOURS

- Your design can use a maximum of three colours;
- Avoid excessive use and/or overly saturated colour;
- It is recommended to use CKC official colours but you can also use different colours;
- Multiple version for dark and light coloured shirts may be required.

BURGEE RED	BURNT CRIMSON	GUNWALE GRAY
C 14 M 90 Y 88 K 4	C 47 M 71 Y 70 K 53	C 26 M 18 Y 20 K 0
R 203 G 62 B 52	R 85 G 52 B 45	R 189 G 194 B 194
PANTONE 180C HEX CB3E34	PANTONE 497C HEX 55342D	PANTONE 428C HEX BDC2C2

LOGO

The Canoe Kayak Canada logo or logomark must be recognizable within the design or can be added by the CKC team on the t-shirt. You can submit your design with or without this element to best highlight your design.

The CKC logo will appear somewhere on the t-shirt if not on your design.



- Do not make alterations to the logos
- Do not shrink the logo down to a size where it is not clearly visible

EPS, PNG and JPEG files are available
[ONLINE HERE.](#)

FORMAT

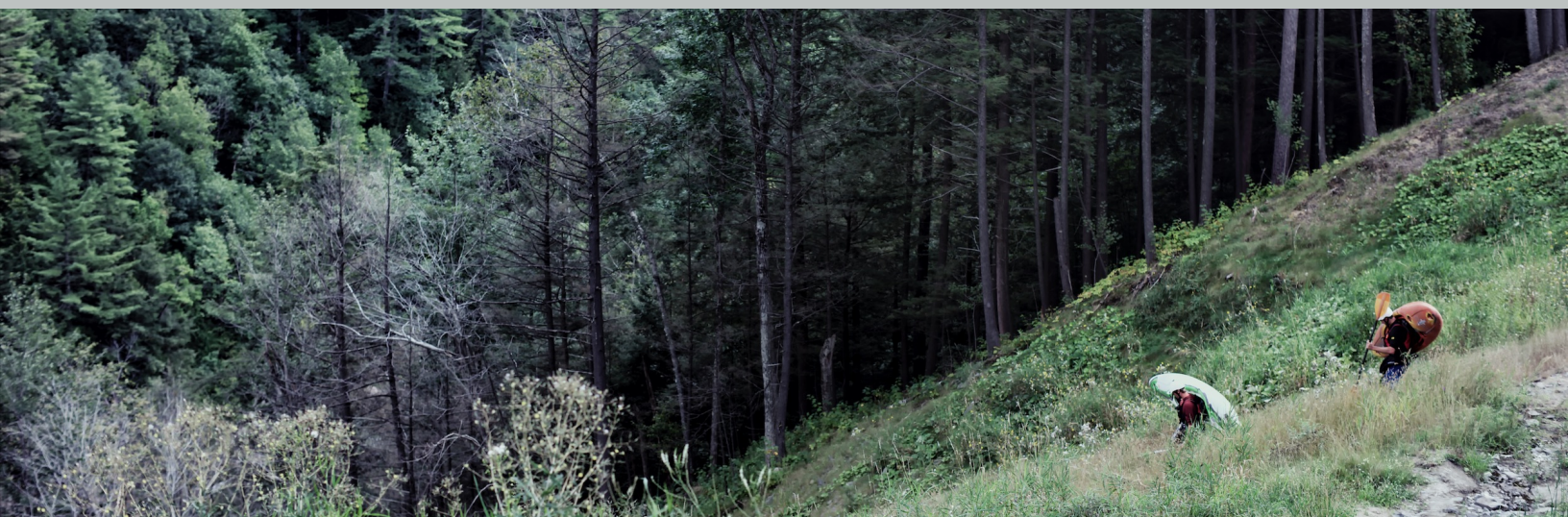
- Only digital drawings or electronic designs will be accepted;
- File types preferred: ai, pdf, tiff, jpg, png;
- Artwork can be no bigger than 8.5-inches to 11-inches tall (size of a piece of paper);
- The image can be placed on various locations of the t-shirt to best accentuate de design;
- Keep lettering mid-size to large so it is legible once printed.

WHAT YOU CANNOT USE

- Profanity or demeaning languages/images;
- Negative portrayal and representation of Canoe Kayak Canada;
- Adult content;
- Copyrighted materials that do not belong to you or to CKC.

CHECKLIST FOR THE PERFECT SUBMISSION

- Your original concept and design
- Strong message and execution
- No vulgarity of inappropriate content
- Correct usage in terms of copyright/trademark
- Design submitted prior to the contest deadline
- Respect the official rules and regulations



HOW TO SUBMIT YOUR DESIGN

1.

Make sure you read the **Contest Guidelines** posted [here](#).

Once you ensure your submission meets our criteria, save your artwork as a preferred file (ai, pdf, tiff, jpeg or png and keep your original high-resolution image. If your design is chosen, we will require this version for printing (.ai or .eps format).

Email your design to shop@canoekayak.ca with the following information:

2.

- Name, age, email address and phone number;
- Title of design;
- Short description and story behind your design;
- Attachement of your design.

3.

If your design is chosen to be one of the **Contest Finalists** we invite and suggest you to **promote it!** The vote will take place on the **CKC Facebook page** so we invite you to use social media to reach out to your network and encourage them to vote for your design.

Each entrant under the age of 18 must have the consent of his/her parent or legal guardian to submit his/her personal information in order to enter the contest. The parent or legal guardian must include the following with the submission:

- Child's name;
- Parent/guardian name.
- Parent/guardian email address and phone number

IMPORTANT DATES

Submission Period:

We will take design submissions from **March 1 to March 29, 2019**.

Judging Period:

Finalists will be selected by the CKC jury. We will release our favourite designs on **April 5, 2019** to be voted on by the public!

Voting Period:

We will put the vote out to you. By visiting our Facebook page, you will be able to vote for your favourite design! The design that will receive the greatest number of "likes" will be the winner of the 2019 contest!

Voting period will take place from **April 5 to April 15, 2019** at 12:00 noon EST.

Winner Announcement:

On **April 25, 2019**, CKC will announce the winner of the Design Contest and will share with the public the winning design to be added to the 2019 CKC clothing collection.

QUESTIONS ?

All questions related to this contest can be sent to :

shop@canoekayak.ca

[Click here](#) to get more details about this contest.