#Judging

All submissions will undergo a blind review — without name or position — by the design contest committee in round one. The top finalists that best embody the spirit of Vanguard and ASU-Beebe will move on to round two. In round two, a committee of students, faculty, staff, and administrators from each campus will provide feedback to the Marketing & Public Relations Department to aid in the selection of at least three finalists to move on to round three. In round three, a panel of judges, representing the Chancellor’s Council will select the winning design or will allow the top designs to be open to popular vote by the entire university community, which could include alumni and community members.

Submissions will be judged on creativity and artistic quality, as well as how well they represent the college and encourage school spirit. ASU-Beebe shall have the sole discretion to select the winning design based on this and other criteria that it feels, in its sole discretion, appropriate.

ASU-Beebe may replace the first-selected design with an alternate design if it determines, after first-selection, that the alternate design is, in ASU-Beebe’s sole discretion, more appropriate.

The decision of the judges or popular vote is final. The winning design becomes the property of ASU-Beebe, as stated above.

#Winning Design

Our goal is to announce the winning design by December 1, 2015.

The artist(s) with the winning design(s) will be initially credited for their work on the college website, as well as various communications channels used by ASU-Beebe such as social media. Not all uses of the design by the college will carry attribution. There may be multiple winners for mascot character and/or shield design.

Upon notification of the winning design(s), the selected artist(s) may be invited to work collaboratively with the Marketing & Public Relations Department to refine the design(s) and prepare it for use in publications, the website, and other communications channels. The winning design(s), as it may be altered, also becomes the exclusive and perpetual property of ASU-Beebe.

#Prizes

The winning design(s) will be proudly displayed throughout the four campuses of ASU-Beebe — from the website to clothing worn by students. It will encourage the entire college community to share their school spirit! The winner(s) will receive spirit wear that incorporates the design(s), in such amount as may be determined in the sole discretion of the college.

Prizes will include –

- Monetary prize of $250 in form of Visa gift card from ASU-Beebe Foundation
- Spirit wear with new design
- Design used for t-shirts for Spring Fling event in April, 2016
- Recognition & bragging rights

In addition, a monetary award in such amount as may be determined in the sole discretion of the college will be provided to the winner. The winner may be required to complete state and federal tax documents, and the prize may be reported to federal and state tax authorities via a 1099 informational return or a W-2 employee earning statement or similar reports.

As a condition of receipt of a prize, the winning artist(s) may be required to submit additional information to the college and agree to responsibility for any taxes that may be due; portions of the prize may be subject to withholding requirements.
#Creative Brief

The new Arkansas State University-Beebe colors and mascot will unify and embody our school spirit. It also will integrate into our brand, helping define and identify our institution for both internal and external communities. The colors and mascot will be displayed in publications, advertisements, the website, clothing, facilities, and more.

**Vanguard** was chosen as mascot because it represents characteristics of: **strength, bravery, courage, excellence, and pride.** The winning mascot design must reflect this personality and incorporate the new colors of blue and gray with a red accent color.

By definition, **Vanguard** is a group of people who are leaders of an action or movement in society; leaders of any intellectual or political movement; foremost division or front part of an army or advanced guard. Vanguard derives from the traditional division of a medieval army. The Vanguard would lead the line of march and would deploy first on the field of battle.

Vanguard could be represented by any advanced guard military figure from modern to ancient times. Vanguard could also be represented by an animal. We encourage your design to be your interpretation of Vanguard.

In addition to the design of the mascot character, we would like to have a drawing of a shield. The shield would also represent Vanguard and the images on the shield should be symbolic of our campuses and our logo icon.

In summary, your entry in the Vanguard Mascot Design Competition should be either of these or both:

- Mascot character representing your interpretation of Vanguard
- Shield representing Vanguard and containing symbols and icon representing ASU-Beebe

#SubmissionGuidelines

- All current students, faculty, staff members, alumni, and community members are eligible to compete in the mascot & shield design contest.
- No more than three submissions are allowed, but each design must be submitted individually in a separate file.
- All design entries must be submitted electronically by e-mail to pr@asub.edu. Artists will receive a confirmation e-mail. Please use the following on the email subject line: **MAScot/SHIELD DESIGN CONTEST**
- All entries must be received by midnight, Thursday, October 1, 2015.
- All submissions should include the following information in the e-mail to pr@asub.edu:
  - Name
  - E-mail address
  - Preferred phone number
  - Association with college (student, faculty, staff, alumni, community)
  - A brief description of your design, which will include an explanation of what inspired the design.

  #Regulations

- All mascot & shield designs must adhere to the following requirements:
  - Place on white background
  - Fit on one 8.5”x11” page
  - Create as line art or other digital media format
  - Submit in high-resolution, 300 dpi Jpeg or PDF format
  - Develop and submit a graphic representation of a family-friendly character. No violently graphic submissions.
  - Utilize ASU-Beebe’s new colors: blue and gray with red accent. Official Pantone PMS colors are PMS 279 (light blue), PMS 430 (gray), PMS 711 (red accent) and PMS 280 (dark blue accent).
  - Go to www.asub.edu/vanguard to download the branding guide, official color palette and ASU-Beebe icon.

  - By submitting artwork to this design contest, you warrant and represent that the artwork is original to you, that you hold exclusive and perpetual rights to all intellectual property rights in the work and that you have the right to grant all intellectual property rights in the work to ASU-Beebe. Further, you represent and warrant that the design that you submit is an original work that is not, to your knowledge, confusingly similar or substantially similar to any existing design.

  The mascot design challenge begins August 24, and runs through October 1, 2015. **All design entries submitted after midnight, October 1, will be disqualified.** All design entries that do not follow the mascot & shield design guidelines and/or are incomplete will be disqualified. Artists may not post their designs on public websites, social media or use in their portfolios until an official winner is selected and announced. After the announcement, all artists should label their artwork as a contest entry or sample.

- Artists who do not meet these requirements will be disqualified. Decisions of ASU-Beebe are final. The winning design shall become the exclusive and perpetual property of ASU-Beebe; by submitting the design entry, the artist agrees to this assignment of all rights to ASU-Beebe in the event that the artist’s submission is determined to be the winner. Furthermore, ASU-Beebe reserves the right to alter and to create derivative works from the design entry.