

The Design 'HUCS' Project
Logo and Branding Student Design Competition for the
Huntington University Communication Society (HUCS)

The Design 'HUCS' Project gives students in Communication Studies an outlet to participate in a one-of-a-kind project where design and marketing skills are put to the test. HUCS is seeking to reward talented students wishing to apply their creativity and expertise to design a brand logo for the re-launch of the Huntington University Communication Society (HUCS).

The winning logo will be used in print, online, and on promotional items. The final version of the logo and the slogan need to be suitable for high quality printing and web promotion. The closing date for this design competition is **Tuesday, March 1, 2011**. Submissions can be e-mailed to: hucs@huntingtonu.ca. The winning logo will be revealed at a public launch at a venue and date to be announced. Winners will also receive a prize value of \$250.

More about HUCS

The Huntington University Communication Society (HUCS) is back. HUCS is a student-led committee that joins Communication Studies students, alumni, faculty and community partners through social events and student opportunities. Through the ongoing support of Huntington University's department of Communication Studies, HUCS is building a community of collaboration through engaging dialogue, public events, student showcase, community outreach, industry partnership and more.

Design Requirements:

1. Logo Design Concepts must include:
 - a. Multi-coloured version as well as a one color version (Black and White)
 - b. Artwork should be submitted as an *eps vector* file
2. Brand Design Concepts may be created for the following:
 - a. Website
 - b. Brochures
 - c. Flyers
 - d. Banners
 - e. Promotional Items
 - f. Apparel

Competition Guidelines:

1. Rules and Regulations form and artwork are due to HUCS by **March 1, 2011**.
2. Submissions can be e-mailed to: hucs@huntingtonu.ca
3. All original artwork must be produced by a student who is currently enrolled in the Communication Studies program or course at Huntington University (studying part-time or full-time).
4. HUCS will accept only one design per student.

5. All submissions must be made by students who currently do not own/operate a creative design/marketing business.
6. The designer of the selected artwork must sign a copyright transfer for the logo and branding design.
7. The selected design may be used in its original form or in an altered form under the discretion of HUCS and Huntington University.
8. HUCS Board members are not eligible.
9. HUCS Board members will serve the judging process. The successful candidate will receive notification two weeks after the completion has closed.

Huntington University Communication Society (HUCS)
The Design 'HUCS' Project Competition Rules, Regulation and Release Form

Name: _____ Student Number #: _____

Mailing Address: _____

Email Address: _____

Phone Number: _____ (mobile) _____ (home) _____

Please read the following statements and indicate your agreement by signing below in the space provided:

- I understand that I must be a student who is currently enrolled in the Communication Studies program or taking a Communication Studies course at Huntington University. As well, I understand that I cannot be an owner/co-owner specializing in marketing and design.
- I give my permission to Huntington University and HUCS to verify my current student status.
- I understand that if my design is selected, I must sign a copyright transfer for the logo and brand design and may be asked to create additional logos and branding based of the selected design.

Signature: _____ Date: _____

Printed Name: _____

Please submit the complete Rules and Regulations form and artwork by the deadline provided via email to hucs@huntingtonu.ca