FRANKLIN FEST T-SHIRT GUIDELINES

T-SHIRT DESIGN COMPETITION

PURPOSE

Create a unique and creative t-shirt design that reflects the essence of the University of Georgia's Franklin College of Arts and Sciences, the Franklin Spark, and/or Franklin's attributes - wildly creative, exceptionally curious, undeniably ambitious, incredibly innovative, and tomorrow's leaders. The design should celebrate the diversity of its departments while adhering to UGA's and Franklin's branding guidelines.

- Open to all UGA students
- Participants may submit as individuals or in teams (maximum of 3 members per team)

KEY DATES:

• Competition Announcement	September 15
• ****Submission Deadline**	**October 10 (11:59 PM EST)**
• Review Period for top 3	October 13-22
• Student voting in UGA bookstore starts	October 23-30
• Winner Announcement	November 3

PRIZES:

The winner(s) will receive:

- Feature story on Franklin College's website and post on social media
- Free t-shirts featuring their design
- A gift card to the UGA bookstore

SUBMIT YOUR DESIGN HERE!

SUBMISSION GUIDELINES:

1. Theme:

The design should represent the Franklin College of Arts and Sciences, highlighting its diverse departments and its connection to the global and academic community.

2. Design Requirements:

- Must include the official logo "Franklin College of Arts and Sciences" on either the shirt sleeve or back of collar
- Adhere to UGA and Franklin sub brand guidelines (available here)
- Be original, unique, and not use copyrighted material
- Suitable for a t-shirt (both front and back designs allowed)

Visual Elements

- **Typography** – Strong, easy-to-read text, with varying sizes to emphasize any key messages. Find approved fonts below
- **Graphics** – Symbolic elements representing the college's wide academic disciplines, or abstract/geometric, that reinforce its role as a leader in education
- The Franklin Spark icon can be found on the Franklin sub brand page

3. File Format:

- Submit designs in .AI, .PSD, or .PDF print format. Ensure files are high-resolution (300 DPI)
- If using adobe make sure color mode is set to CMYK
- Standard size for the design file – 100 MB (JPG, PNG) or 20 MB (SVG) Maximum resolution – 30000 x 30000 px
- The maximum printable area for a t-shirt is 12 in x 16 in

4. Submission Portal:

- Designs must be submitted through the official competition portal (link to be provided via Franklin Calendar)
- https://tinyurl.com/2fsurdwn

5. Limit:

- One entry per individual or team

VOTING:

Judging Criteria:

- Creativity and originality
- Alignment with the Franklin sub brand guidelines
- Versatility (works well on different t-shirt colors and sizes)
- Overall visual impact and appeal

Judging Panel:

- Round 1: Panel of judges selects top 3

- Round 2: Community and in-bookstore voting for top 3 designs week of October 23-30

Student Voting:

After the submission deadline, the t-shirt designswill be reviewed by the board to approve design submissions. Once top 3 shirt designs are selected mockup designs will be made and showcased online and in the UGA bookstore where students can vote on their favorite design. A link will also be posted to Franklin's Instagram account and website.

Conditions:

- All designs become the property of UGA's Franklin College of Arts and Sciences upon submission
- The winning design may be modified to meet production needs
- Plagiarism or copyright infringement will result in disqualification
- By entering, participants agree to have their name, image, and design shared in UGA promotional materials

BRANDING GUIDELINES

Link for Franklin Concepts and Branding Guidelines: Franklin Sub brand

- Logos should never be copied from a website.
  - See the UGA Brand Toolkit for detailed guidance on co-branding, typography, colors, graphic elements, photography, digital and print standards

- Design should uphold good principles of graphic design.
  - Design should look professional and reflect well on the university

- Use UGA brand colors.

  - Please avoid infringing on Trademarks for popular movies or companies
  - Don't alter the official wordmarks

- Logos : https://franklin.uga.edu/franklin-college-unit-logos

Colors: link
#ba0c2f #000000 #d6d2c4 **#e4002b #004e60** #c8d8eb **#b4bd00**

Type:
HEADER- **OSWALD BOLD**/ MEDIUM
Subtitle- Merriweather sans

Notes:

- The Arch is the academic mark. The Power G is the athletic mark and cannot be the primary logo representing an academic unit

Policy on Use of Generative AI:

Examples of Academic Dishonesty. The following list includes, but is not limited to, examples of academically dishonest behavior:

- Directly quoting another's written or spoken words without quotation marks
- Paraphrasing without attribution
- Presenting someone else's original idea or theory as your own original work without attribution
- Using statistics, images, or data without recognizing who compiled them
- Turning in work that another wrote as your own work
- Using Generative AI (GAI) tools

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The bottom line:

- If it's not your writing, thought, creation, or composition, cite it
- If it is your previous work, make sure you are allowed to use it
- If you had someone or a computer program create or do this work on your behalf (paid or not), then it's contract cheating
- No student may complete, attempt, or help another engage in academic dishonesty on academic work. Any dishonest act can be a violation of the policy, whether intended or not

For questions, please email franklinmarketing@uga.edu
Let your creativity shine and celebrate the spirit of Franklin College!

CONTACTS

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GOOD LUCK!

We we can't wait to see your designs!

UNIVERSITY OF GEORGIA
Franklin College of Arts and Sciences