



## 2025 HI PRIDE T-SHIRT DESIGN CONTEST RULES & GUIDELINES

1. **ELIGIBILITY:** Contest is limited to current students in all 10 campuses in the University of Hawai'i System. UH students are asked to submit a design expressing what "HI Pride" means to them. The design may also be created and submitted by a team. You or your team may submit as many designs as you like.

2. **GRAND PRIZE:** One (1) design will be selected for printing on the 2025 HI Pride T-shirt. The winning individual or team will receive one (1) grand prize consisting of: one (1) pair of AirPods, one (1) \$100 bookstore gift card, and one (1) 2025 HI Pride T-shirt from their UH Bookstore.

One (1) runner-up individual or team will receive one (1) prize consisting of: one (1) \$25 UH Bookstores gift card, one (1) backpack, and one (1) 2025 HI Pride T-shirt from their UH Bookstore.

Gift cards and promotional items are non-refundable and cannot be redeemed for cash. No substitutions allowed. No remuneration will be provided.

3. **DESIGN SPECIFICATIONS:** Design must include the phrase "**HI Pride**" and the name "**University of Hawai'i**" somewhere in the design. The official University of Hawaii seal logo can be used. However, the official "H-logo" and/or Hawai'i (kapa) logotype may NOT be used. Any other font is permissible.

**Design can be submitted with up to five (5) colors.** Design is for the front of the shirt only, and may encompass a maximum area of 17 inches wide by 20 inches high (a vertical rectangle). Dependent on the design, T-shirts will be printed in a single or two colors on a shirt representative of each of the UH campuses or a selection of these colors:

University of Hawai'i at Mānoa: dark green (PMS 3435c)

University of Hawai'i at Hilo and Hawai'i Community College: red (PMS 485)

Honolulu Community College: teal blue (PMS 322)

Kaua'i Community College: light purple (PMS 2665)

Kapi'olani Community College: dark blue (REFLEX BLUE)

Leeward Community College: light blue (PMS 279)

UH Maui College: blue (PMS 3025)

Windward Community College: light green (PMS 376)

University of Hawai'i – West O'ahu: dark red (PMS 187)

Design may not use recognizable individual/student athletes, and may not reference a specific athletic team. Use of the word “Warrior” or any other reference may need approval from Licensing and/or UH Athletics.

Design may not include any of the following: alcohol, tobacco, drugs, weapons/firearms, cultural and/or religious elements; sexist, religious and/or racist statements; portray the university in a negative light; impugn other universities; imply an endorsement of a business, social, political, religious or economic movement, activity, program or group; or other non-university trademarks.

**4. SUBMISSION PROCESS:** Submit final artwork by **April 21, 2025 by 11:59 p.m.** (Hawai'i Standard Time) with your **NAME, your UH CAMPUS (where you're currently registered), and your PHONE NUMBER and HAWAII.EDU EMAIL** to: [csmarket@hawaii.edu](mailto:csmarket@hawaii.edu). You may also email any questions to this address. **Digital entries only; total email size must be under 10MB. You may also use a file drop service.**

**High-resolution images in .ai format are preferred. We will also accept vector art entries in the following formats: .eps, .cdr, .pdf, .svg, .wmf.**

Please make sure all text is converted to paths, curves, or outlines, or that all font files used in the artwork are also supplied. Please make sure all placed raster images are either embedded in the vector file, or include the raster images along with the vector file. There should be no embedded bitmap images (jpg, tif, bmp). Use spot colors only with no half-tones.

**We cannot accept hand drawings, PowerPoint images, or files in any other format than those specified above.** We will not share your personal contact information without your permission.

## **5. JUDGING PROCESS:**

DESIGN DEADLINE: April 21, 2025, 11:59 pm (HST)  
HST FIRST ROUND JUDGING BEGINS: April 30, 2025  
FINAL ONLINE JUDGING: May 7 – May 18, 2025, 12:00 pm (HST)  
ANNOUNCEMENT OF WINNER: Week of May 19, 2025

**First round judging:** Several of the top designs will be selected by a panel consisting of UH Bookstore student employees, marketing staff, apparel buyers, and managers, and then shared with University of Hawai'i Licensing for review and approval.

**Final online judging:** Licensing-approved selections will be posted online for public voting starting May 7, 2025. Visit [www.bookstore.hawaii.edu](http://www.bookstore.hawaii.edu) to enter voting site. The design with the most online public votes will be the winner. In case of a tie, another poll on the UH Bookstores' social media will be conducted to determine a single winner.

**7. PUBLICITY CONSENT:** By participating, all participants and winner(s) grant the University of Hawai'i Bookstores and UH Campus Services exclusive permission to use their names, photographs, voices, submitted designs, and likenesses in connection with promotion of this and other contests and waive any claims to royalty, right, or remuneration for such use.

**8. MISCELLANEOUS:** The design(s) must be your own or your group's original, unpublished work and must not include any third-party logos or copyrighted material. By entering the competition, you agree that the submission is your own work.

The winning graphic will become the property of the University of Hawai'i and may be used in any context and/or medium. If your design is selected you will be asked to sign a release form to that effect.

2025 HI Pride T-shirts will be available for purchase from all UH Bookstores and from [www.bookstore.hawaii.edu](http://www.bookstore.hawaii.edu) in the 2025 - 2026 academic year.

The contest sponsors reserve the right to change or discontinue the contest at any time and/or to extend the end date.