



Co-funded by the
Erasmus+ Programme
of the European Union



F R I E N D S



Contest Rules:

1. This contest is open to all full-time students of the Royal Thimphu College.
2. The entry must be an original creation of the contestant that incorporates the FRIENDS colors (<https://bt.erasmusplusfriends.eu/>) into the design, has never been published and does not contain profanity, trademarks, logos or copyrighted works of any other person or business. The design can be digital or free hand.
3. The winning design will remain the property of the FRIENDS Project and shall be the official design of the consortium. By submitting an entry, the contestant agrees to the terms and conditions of the contest.
4. **There shall only be one (1) entry per student.**
5. There should be different mockup designs for different merchandise item with a **minimum of 3 items and a maximum of 5 items.**
6. The design must follow the accompanying FRIENDS BRAND book in terms of colors, logo, font, etc. and should include at a minimum the FRIENDS logo and name.
7. The criteria to be used for judging entrants are based on originality, creativity, functionality and adequacy to FRIENDS spirit and philosophy.
8. One winning design from each partner country university will be selected at the institutional level by popular vote.
9. The winning design from each partner university will be forwarded to the consortium for final consideration with each university awarding one vote to their top choice.
10. The top three winning designs from among the entries will be announced and the winning design chosen by an online vote.
11. Kindly refer the brand book with regard to the proper usage of the FRIENDS logo; or you may also use the attached FRIENDS logo on your designs.

Design Hints

1. Make Sure it's Well-made Well-designed and well-made products gives the SWAG more longevity and chance to garner more impressions. If people enjoy the SWAG, they tell more people, giving positive word of mouth buzz.
2. Think Outside of the box, SWAG should be items that get used when people travel around exposing more people to the project.
3. Keep Institute/University/Project Culture in Mind and Items/Design should reflect project values and identity – environmental friendly, culturally appropriate, etc.
4. Be Inclusive Ensure SWAG is designed for all (gender, religion, etc.)

Submission of Entries:

1. The mockup designs should be submitted in both .PNG and .PSD file formats
2. The entry must be accompanied with a copy of the submitting student's ID AND a signed release form (attached below).
3. The mockup designs must be emailed to the following address Email: tsheringc@rtc.bt
4. Submitted entries will be posted on the country website (<https://bt.erasmusplusfriends.eu/>) and students from each participating institute/university will have a chance to vote for their favorite design with the winning design from each university competing in the final.

Selection process:

Stage 1: Winning Design from the Royal Thimphu College

1. All entries to be submitted to the following address: Email: tsheringc@rtc.bt
2. Submitted entries will be posted on the website of the EU & RTC (<https://bt.erasmusplusfriends.eu/>) and students from RTC will have a chance to vote for the winning design from RTC.

Stage 2: Grand Winner

1. The winning design from each partner university will be forwarded to the consortium (Erasmus+ Funded EU Project Friends) for final consideration.
2. All 16 participating Universities/Institutes will select their top three choices through casting of one vote.
3. The top three winning designs from among the entries will be announced and the winning design chosen by an online vote.

Winning Title:

1. Winning Design from each Partner Country institute/university
2. Grand Winner of overall design competition Contest Timeline:
 1. Opening of Competition: 10th July 2019
 2. Submission of Entries: 10th July – 31st August 2019
 3. Judging Period at Institutional Level: 1st – 8th September 2019
 4. Announcement of Winners at Institutional Level: 9th September 2019
 5. Announcement of Overall Consortium Winner: 30th September 2019
 6. Production of SWAG: October 2019

Criteria for Judging:

1. Originality - 20%
2. Creativity - 30%
3. Functionality of the Design - 25%
4. FRIENDS Spirit - 25%

Contact email: Tshering Choden Email: tsheringc@rtc.bt