



T-Shirt Design Contest

The NATA Conference Team is asking you to create a unique and fun design for a Conference T-Shirt!

Eligibility

- You must be a current Regular or Associate member of NATA to enter.
- There is no limit to the number of entries allowed per person.

Design

- No copyrighted, trademarked, or protected intellectual property may be used.
- Designs must be submitted in JPG or PNG format. We will also accept designs created in Canva (preferred format).
- Contest participants are encouraged to incorporate design elements from the 2024 Conference Branding Guide referenced on the next page.

Process

- Deadline for Submission is May 14, 2024.
- Top three finalists will be chosen by the 2024 Conference Leadership Team on May 15, 2024.
- Voting on by NATA members on the top three choices will be open from May 16 – May 31, 2024.
- Final winner will be announced by June 7, 2024.

Selection Criteria

Entries will be judged on:

- Incorporation of the conference theme elements into the design.
- Successfully capturing NATA's identity and perspective.
- Inclusion of a relatable and quirky/plucky saying or tagline.
- Originality.

The Fine Print

By submitting your design, you agree that if you win the contest, NATA retains first printing rights and a free license, in perpetuity, to utilize the design on T-shirts and other promotional items, marketing materials, and other publicity purposes. The selection committee reserves the right to not choose any design if they all suck.

What's In It For Me?

Bragging rights!!! Oh, and a \$50 gift card!

2024 NATA CONFERENCE BRANDING GUIDE

FONTS

Text: **Mulish** (google font)

Headlines/Accents: *Engagement* (google font)

COLORS



GRAPHICS



OTHER ELEMENTS

- Mid-Century design
- Flamingos
- Monkeys
- Back to the Future
- San Diego

