

# SWANSEA CANAL SOCIETY

## CREATIVE COMPETITIONS

COMPETITION A : LOGO DESIGN

COMPETITION B: IMAGERY CREATION

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## ABOUT US

The Swansea Canal Society – a registered charity

If you are considering entering one of our creative competitions, you will require knowledge on what we do and how we do it. For more info, view our website [www.swanseacanalsociety.com](http://www.swanseacanalsociety.com)

### THE HISTORY OF OUR CHARITY

The Swansea Canal Society was formed in 1981 and currently has 135 members. The Society is run by a group of volunteers. We became a registered charity in 2004.

Our aim is to restore the derelict Swansea Canal to navigation standards and to improve the environment of the canal for the benefit of its flora and fauna.

Another of our aims is to promote the canal for recreational and educational uses.

### WHO WE ASSIST & COMMUNICATE WITH

The Committee assists the local authorities in their urban regeneration schemes in the canal side communities.

We attempt to achieve these aims by lobbying the canal owners (British Waterways), local councils and other public bodies.

We have been carrying out practical restoration projects to improve the canal for over 25 years. Those projects already completed have given the public greater access to and awareness of the Swansea Canal.

## THE BRIEF

What you need to do

**Entries should be inspired by our theme 'Canal & Community'.** We'd like you to submit as many entries as you like under either of the following two competitions A or B (or both if you wish - see below).

### WHY

The Swansea Canal Society are revamping their communications; from stationery to website.

Therefore, we are running 2 competitions alongside each other and at the same time. As above, you may choose to enter either competition and/or both.

**IMPORTANT NOTE: Always ensure your Artwork is labelled with your name at the very least.**

### Competition A: Logo design

There are no design constraints as such, though as a guide, keeping away from too much detail and fussiness would be a good thing as far as logo design is concerned.

### Competition B: Brand Imagery

For the benefit of those who require an explanation of what we mean by 'Brand Imagery'... we require some imagery be it Photography or Illustrations for usage on our communications.

By further example, a Wine Company may have a Logo but also use imagery such as pictures of vineyards and/or countryside in all its communications. Such photography or illustrations often strengthen an organisations message as to what their brand is about.

For this Competition B, it is up to you how much imagery you submit, you may wish to submit one or more photographs and/or illustrations - we advise no more than 6 photos/illustrations at any 1 entry.

Bear in mind the winners will not be judged on quantity but more so quality and usability. Such imagery may be used at events we may attend and during our day to day communications.

As an example idea only, your collection of imagery could be linked in a theme, or, they could all be different images in their own right – you choose. Just be creative and **capture the essence of our above theme 'Canal & Community'.**

**IMPORTANT NOTE: Always ensure your Artwork is labelled with your name & contact detail at the very least – if sending via e-mail then we will keep your submitted work under a folder in your name.**

## ENTRY GUIDELINES

### How to enter

You can submit your entry via one of the following 2 methods (in order of preference):

(NOTE: We cannot accept liability for submitted entries – Please see Terms & Conditions)

1. E-mail us via the address of [design@swansea canal society.com](mailto:design@swansea canal society.com)
  - a. Complete the form, save it and attach to e-mail.
  - b. Attach your artwork **at the same time**.
  
2. Alternatively, if you do not have access to e-mail, you can print and submit your work as above steps to:-
  - a. Print & complete the Entry form and include in your post.
  - b. Include your artwork **at the same time**.
  - c. Post to:-

**SCS Creative Competition,**  
28 Graig Road,  
Alltwen,  
Swansea,  
SA8 3DA.

### PLEASE NOTE!

1. If submitting via e-mail; ensure your artwork is no larger than 4mb
2. All participants must agree to the Terms & Conditions (see page 6)
3. Entrants must be over 16 years of age.
4. **Closing date for entries is: 30<sup>th</sup> November 2008.**
5. Announcement of winners: Within circa one week of closing date.
6. The competition will be judged by a Panel of individuals of varying backgrounds (inc. Graphic Design and Fine Art) at the Swansea Canal Society.

## ENTRY FORM

Either save & email to [design@swansea canal society.com](mailto:design@swansea canal society.com)

or Post to: SCS Creative Comp., 28 Graig Road, Alltwen, Swansea, SA8 3DA.

Name: _____	Landline: _____	<i>If possible</i>
Age: 16-20 <input type="checkbox"/> 20-30 <input type="checkbox"/> 30-40 <input type="checkbox"/> 40+ <input type="checkbox"/>	Address: _____	<i>If possible</i>
Area: <i>Eg. Morriston, Mount Pleasant etc.</i>	_____	
E-mail: _____	_____	
Mobile: _____	_____	Artwork Entry for Competition: A <input type="checkbox"/> B <input type="checkbox"/>
I have included my artwork and permit Swansea Canal Society to use (free of charge) any artwork submitted:	_____	<i>Sign here</i>

## THE PRIZE

**Just for entering** you will receive the following

1. Permanent mention on Swansea Canal Society website
2. If you're a student, a web-link may be given to your place of study
3. '1 year membership' to the Swansea Canal Society (worth £15 per annum)

**2 Runners up**, in addition to the above, will receive the following

1. Higher exposure.
  - Front page exposure on swanseacanalsociety.com
  - Newsletter exposure
  - Mentioned in future PR/events where possible
2. Minimum Cash Prize: £30.
3. Sponsored Prize

**1<sup>st</sup> place winners**, in addition to the above, will receive the following amended winnings

1. Minimum Cash Prize of: £75
2. Sponsored Prize

## **COMPETITION RULES and TERMS & CONDITIONS**

2. By entering this Competition, entrants agree to be bound by these Rules.
3. Submitted items are non-returnable.
4. The Competition is organised by The Swansea Canal Society and its respective sponsors.
5. The Swansea Canal Society reserves the right to cancel or amend the Competition, the Competition Notice or these Rules at any time without prior notice. Any changes will be posted either within the Competition Notice online or these Rules.
6. In the event of any dispute regarding the Rules, Competition Notice, conduct, results and all other matters relating to the Competition, the decision of The Swansea Canal Society shall be final and no correspondence or discussion shall be entered into.

### **Qualifying Entrants**

7. By entering the Competition, you hereby warrant that all information submitted by you is true, current and complete.
8. By entering the Competition, you hereby warrant that you are over sixteen years of age and that you are not employed by a Graphic Design / Multimedia firm and or other similar organisation (this is only an attempt to make the competition fair for all applicants of varying backgrounds).
9. The Swansea Canal Society assumes that by using its site and entering the Competition (and you warrant that) either you have legal capacity to enter the Competition and agree to the Rules (i.e. that you are of sufficient age and mental capacity and are entitled to be legally bound in contract) or your parents have consented to your entry of the Competition and use of these Rules.
10. The Swansea Canal Society reserves the right to disqualify any entrant if it has reasonable grounds to believe the entrant has breached any of these terms and conditions.
11. In the event that any entrant is disqualified from the Competition, The Swansea Canal Society in its sole discretion may decide whether a replacement contestant should be selected. In this event, any further entrant will be selected on the same criteria as the original entrant and will be subject to these Rules.

### **Design Entries**

12. All design entries must follow the design guidelines where specified. Failure to do will result in disqualification.
13. All design entries must be an original artwork of the entrant's own creation.
14. All design entries also must not have been published before or during the competition.
15. One artist may win only ONE design brief.
16. Proof of posting cannot be accepted as proof of delivery. The Swansea Canal Society cannot accept responsibility for any error, omission, interruption, deletion, defect, delay in operation or transmission, communications line failure, theft, destruction, alteration of, or unauthorised access to entries, or entries lost or delayed whether or not arising during operation or transmission as a result of server functions, virus, bugs or other causes outside its control.

### **Liability**

17. The Swansea Canal Society cannot accept any responsibility for any damage, loss, injury or disappointment suffered by any entrant entering the Competition. The Swansea Canal Society is not responsible for any problems or technical malfunction of computer on-line systems, servers, or providers, computer equipment, software failure of any email or entry to be received on account of technical problems or traffic congestion on the Internet, telephone lines or at any web site, or any combination thereof, including any injury or damage to entrant's or any other person's computer or mobile telephone related to or resulting from participation or downloading any materials in the Competition. The Swansea Canal Society will not be accountable or of any liability for death or personal injury as a result of its negligence.

### **Intellectual Property Rights**

18. For all design entries submitted, their corresponding artist will have agreed to grant media rights to The Swansea Canal Society and its respective sponsors for publishing their design both offline and online.

### **Data Protection and Publicity**

19. Winners may be requested to take part in promotional activity and The Swansea Canal Society reserves the right to use the names and addresses of winners, their photographs and audio and/or visual recordings of them in any publicity.
20. Any personal data relating to entrants will be used solely in accordance with current UK data protection legislation and will not be disclosed to a third party without the individual's prior consent.

### **Jurisdiction**

21. The Competition and the terms and conditions of this agreement will be governed by British law.