

**CREATE OVARIAN CANCER AWARENESS WITH
THE MICHIGAN OVARIAN CANCER ALLIANCE**
MIOCA's T-Shirt Design Contest Guidelines

Eligibility/Entry

There is no entry fee to submit a design. Only three (3) design submissions per person are allowed. If you are under the age of 18, your design must be submitted by a parent or guardian on your behalf.

Rules and Guidelines

All designs must be original creations of the contestant, and incorporate all of the required design components outlined below and encompassing The Michigan Ovarian Cancer Alliance's brand (i.e. colors, logos). Submissions must not have been previously published and must not contain profanity, trademarks, other organization's logos, or any copyrighted works of any other person or business.

Design(s) must be submitted in pdf format via email to daniellewargo@mioca.org by 11:59pm (ET) on March 3, 2024.

Winning designer agrees to sign a waiver to allow the Michigan Ovarian Cancer Alliance the use of their design, free of charge, for any and all printing and promotional purposes.

Contest winner must agree to submit a high-resolution layered vector art file within 7 days of notification and agree to work with the Association's printer if slight changes/modifications are necessary for production. If not, an alternate winner may be chosen due to meet MIOCA's production deadlines.

By submitting an entry, you are agreeing to all contest rules. If you have any questions, please email daniellewargo@mioca.org.

Required Design Components

The winning design will be primarily be used for brand t-shirts that will be sold and shared to represent MIOCA and awareness of ovarian cancer. The design file may also be used in MIOCA communications (i.e. print, email, social media posts, awareness presentations) and/or additional promotional/swag items used for sales or giveaways.

Theme: Design theme must include the Michigan Ovarian Cancer Alliance (MIOCA) logo. Ovarian cancer awareness and/or support messaging is also encouraged (i.e. relevant facts, common symptoms, awareness slogans, expressions of support for survivors, etc).

Colors: Design should include the color teal or be created for a teal colored t-shirt. Design can use up to four (4) of the approved colors.
See next page for logos and colors.

Typeface: Legible fonts will be considered. Aquawax is used as primary, Work Sans standard.

Design Software: *Designs must be created in either Adobe (InDesign, Illustrator, Photoshop), Canva, or CorelDRAW. Designs created using t-shirt design websites like, Bonfire, CafePress, and Zazzle will NOT be accepted.*



Color Palette // Primary

These are our corporate primary colors for our logo, text and headers.



pantone 7703 C
cmyk C 78 M 19 Y 22 K 0
rgb 29 : 159 : 185
hex # 159FB9



pantone 271 C
cmyk C 45 M 45 Y 0 K 0
rgb 146 : 139 : 195
hex # 928BC3



pantone 425 C
cmyk C 0 M 0 Y 0 K 80
rgb 88 : 89 : 91
hex # 58595B



pantone N/A
cmyk 0 : 0 : 0 : 0
rgb 255 : 255 : 255
hex # FFFFFFFF

Color Palette // Secondary

These are secondary colors for backgrounds and supporting graphics.



pantone 636 C
cmyk C 48 M 0 Y 11 K 0
rgb 122 : 209 : 206
hex # 7AD1E2



pantone 7669 C
cmyk C 64 M 66 Y 2 K 0
rgb 112 : 102 : 171
hex # 7066AB



pantone 214 C
cmyk 0 : 0 : 0 : 94
rgb 46 : 46 : 47
hex # 2e2e2f



pantone 427 C
cmyk 0 : 0 : 0 : 20
rgb 209 : 211 : 212
hex # d1d3d4

Winner Selection

Entries will be evaluated by an independent internal panel of judges and will be reviewed for:

- Concept and originality of design
- Visibility from a reasonable distance
- Adherence to design and submission rules and guidelines
- Adherence to the Michigan Ovarian Cancer Alliance branding guidelines, including logo usage and colors
- Successfully capturing the spirit of the Michigan Ovarian Cancer Alliance and general education of ovarian cancer
- Totality of design and production readiness

Upon final review, the top three designs will be presented for a public vote from the community (limit of one vote per person). Vote must be submitted by 11:59pm (ET) on March 24, 2024. If a tie breaker is required, members of the Michigan Ovarian Cancer Alliance's staff will cast deciding votes.

Fine Print

Publicity and Agreement: Contest entry constitutes an agreement by the submitting designers to grant free license of all copyrights of the submitted works to the Michigan Ovarian Cancer Alliance in perpetuity, for publicity and promotional purposes. Top 2-3 finalists will be subject to approval prior to public voting.

Media Release: By submitting artwork, you agree that if your design wins, the Michigan Ovarian Cancer Alliance retains first printing rights and a free license, in perpetuity, to utilize the design on t-shirts and other promotional items, and marketing, fundraising, and public relations materials. You are guaranteeing that your design does not contain any copyrighted material, including images/copy found on the internet, unless clearly marked as published under a Creative Commons (cc) license. Contest entrants who are not selected as the winning designer(s) retain all rights to their artwork.