

# LOVE 101 FM Logo Competition - Official Rules

## Introduction

This document describes the Official Rules of the Logo Design Contest for Love 101 FM. The objective of this contest is to design a logo for the Love 101 FM brand. Information on how to enter is part of these Official Rules. To the extent of any inconsistency, these Official Rules will prevail.

## Definitions

“Entry” means a logo design created by the Entrant for this Contest.

“Entrant” means the individual that offers the Entry under the terms of this Contest.

## Who Can Enter?

1. The general public and students from Secondary Schools, Colleges, Universities.
2. The Contest is open only to individuals. The Contest is not open to companies, educational institutions, organizations, etc. or to groups associated with such institutions.
3. Immediate family members (spouses, parents, siblings and children) of the Love 101 staff, and our affiliates, advisors, advertising/promotion agencies and their immediate family members, are not eligible to enter.
4. Entrants must be able to enter into a legally binding contract with Love 101 FM as required below. Minors may be represented by a parent or legal guardian.

## How to Enter

1. Initial entries must be submitted by email to [lovefmlogocompetition@gmail.com](mailto:lovefmlogocompetition@gmail.com) or delivered on CD at the Love FM office at 81 Hagley Park Road, Kingston 10.
2. A signed and completed application form must accompany each entry. Forms will be available on the Love 101 website at [www.love101.org](http://www.love101.org) and at the front desk of the Love FM office on Hagley Park Road.
3. Each emailed entry must include the name, age, postal address, phone number and email address of the Entrant.
4. No more than two (2) Entries may be submitted by any one Entrant.
5. Entries must conform to the Submission Guidelines set out below. Entries which fail to do so will be rejected.
6. The deadline for Entries is midnight on **FRIDAY, MARCH 18, 2011**.
7. Love 101 will attempt to acknowledge all entries within one week of receipt; however, we cannot be responsible for entries or responses lost in e-mail.
8. There is no fee to enter the Contest.

## Submission Guidelines

As previously indicated, the purpose of the contest is to design a logo for the Love 101 FM brand. The logo will be used online, in print, on branding paraphernalia and all or any marketing related items, occasions etc. Flexibility is a key requirement, including the need to resize easily. The final version of the logo will need to be suitable for high quality printing. It will also need to look good at relatively small sizes.

Entries should be original in design. Love 101 will not be liable for any copyright infringement. All Entrants should take care to ensure that their Entries are not in any way similar to existing logos or other copyrighted images. A logo that cannot be registered as a Love FM's mark of identification, no matter how well crafted, cannot win the Contest.

Designs must be Vector based line drawing in CMYK mode. Photo Shop must not be used.

## Logo Creation

The winning design must communicate the following:

- The logo must include the words **Love 101 FM**.
- A perception of Love 101 FM as vibrant, current, possessing a youthful appeal, yet wholesome.
- The main colors which are RED (100% magenta, 100% yellow), and GOLDEN YELLOW (CMYK Magenta 16 and yellow 100). White or black may also be used softly if necessary.
- A creative expression of the Love concept with particular emphasis on the Family theme.
- Font must either be in Black or Red.

All logos should be emailed both as Vector AI/EPS (with fonts outlined) and Bitmap RGB. As such, submission size must be no higher than 5MB per email. If your submission exceeds this size, even after compression, please send the images individually and note clearly in your emails that you are doing so.

## Judging and Selection of Winner

1. Entries will be judged based on originality, aesthetics, creativity and impact.
2. The winning design will be selected by judges appointed for the purpose, in consultation with the Love 101 FM Management team. Their decision will be final.
3. Love 101 FM reserves the right not to select a winner if, in its sole discretion, no suitable entries are received.
4. Love 101 FM reserves the right to disqualify any Entrant or Entry at its sole discretion. No correspondence shall be entered into.

5. Accepting the prize constitutes permission for Love 101 to make public and otherwise use winner's name, and parish of residence for publicity purposes. Further personal data may be requested but is not required.
6. The timetable set for the announcement of a winner needs to be flexible due to the need to confirm that the winning entry can be registered as a Service Mark.

## **Deadline**

Entries must be submitted by 12:00 mid night on Friday, March 18, 2011 to [lovefmlogocompetition@gmail.com](mailto:lovefmlogocompetition@gmail.com). Late submissions will not be entertained. Results will be announced on Love 101 FM and in the press.

## **Prizes**

Subject to the legal requirements outlined above, the winning design will be announced at a special Love event. Every effort will be made to inform the winner in time for him or her to attend, but Love FM will not be responsible for travel and accommodations arrangements for the individual.

The winning designer will receive:

A Dell XPS 15 Intel Core i7 lap top with Turbo Boost up to 2.93 GHz, 6M  
With 3 GB Memory  
500 GB Hard Drive  
Ge Force GT 420 M 1GB Graphics with Optimus  
Windows 7 Professional  
Free Online Back up 2GB for 1 year  
Blue Tooth and more

A unique glass trophy with the winning design engraved upon it.  
A special interview on Love 101 FM and more...

## **Intellectual Property**

1. All submitted work must be original.
2. By entering the competition the entrant agrees to transfer all copy rights to Love 101 FM, including all economic and moral rights.
3. All Entries will become the sole property of National Religious Media Commission (Love 101 FM) and may be displayed publicly on the company's web sites.

4. The winning entry will be registered by Love 101 FM as a Service Mark and the Entrant agrees to transfer all right and title to the Entry to National Religious Media Commission (Love FM) in accordance with the Official Rules of this Contest.

## **Acceptance**

Participation constitutes the Entrant's full and unconditional agreement to and acceptance of these Official Rules. By participating in the Contest, the Entrant is representing and warranting that he/she has read and understood, and agrees to be bound by, these rules. Including the guides and rules referred to herein, these Official Rules constitute the entire agreement between the Entrant and Love 101 FM in relation to the Contest. They govern the Entrant's participation and supersede any prior or other agreements between the Entrant and Love 101 FM and relating to the Contest.