CREATIVE REDESIGN COMPETITION OF 2019

We invite the students of The Art Institutes system of schools to enter a competition that will award one student a $1000 scholarship for designing a logo for the Art Institutes national brand.

The competition begins on July 15, 2019 and all submissions are due by 5 PM, Friday, August 16, 2019. Winners will be selected after an adjudication by staff in conjunction with a panel of industry creative leaders (“Creative Collective”). The Creative Collective is comprised of accomplished executives at leading news, media, branding, advertising, marketing and communication agencies, design studios, as well as notable faculty.

The finalists and winner will be announced via press release as well as via social media and will be contacted directly via email. All submissions must be made to AiLogoComp@studioenterprise.com. You are welcome to submit links to art files or simply attach. All contestants assign all ownership rights, including all intellectual property rights to the logo, to The Arts Institutes International, LLC. Logos cannot contain copyrighted material. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published. The logo must be easily reproducible and scalable for large and small formatting. The Arts Institutes International, LLC reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.

CREATIVE PROMPT

What does your school mean to you? There is no one better equipped to design this logo than you, the future of the creative economy of America, and the present of The Art Institutes.

FOUR FACETS TO CONSIDER

Please consider taking inspiration from four essential facets of launching a career in the creative economy.


RICH HISTORY AND FUN WITH 8

In 1971, eight innovative commercial arts schools across the United States came together and were branded in a national campaign as “The Art Institutes”.

Sound familiar?

Today, 48 years later, The Art Institutes (now better known as Ai), has once again returned to a fortuitous eight. Different world. Different cities. Still producing talent for the 21st century’s creative industries.

Schools in three of the original cities remain today – Atlanta, Dallas, and Houston. Are you an original? Or are you Austin? Fastest growing city in the USA?

San Antonio? Creative city of gastronomy?

Miami? International hub, home to Art Basel and Miami Fashion Week?

Tampa? Home to Florida’s largest port and 75 miles from Disney World?

Virginia Beach? Home to the beautiful Atlantic Ocean, beaches and the vibrant ViBe Creative District?

Now, you are on your own. Use the wildest reaches of your imagination, any color/design scheme you deem the right one. HOWEVER, keep it professional as the only winning logo will be one that is versatile from a design perspective but also captures the essence of our schools.

MISSION

When setting out to design this logo, consider the mission of your institution as preparing students for careers in the creative fields by embracing technology and the evolving global marketplace.
CONTEST RULES

1. Eligibility
Open to legal residents of the fifty (50) United States and the District of Columbia who are at least eighteen (18) years old at the time of entry. Entrants must be currently enrolled students of The Art Institute of Atlanta; The Art Institute of Virginia Beach, a branch of The Art Institute of Atlanta; The Art Institute of Houston; The Art Institute of Austin, a branch of The Art Institute of Houston; The Art Institute of San Antonio, a branch of The Art Institute of Houston; Miami International University of Art and Design; The Art Institute of Tampa, a branch of Miami International University of Art and Design; or The Art Institute of Dallas, a branch of Miami International University of Art and Design. Entrants must have signed a full release of rights with respect to the artwork submitted and its subsequent commercial use in perpetuity by The Art Institutes. The Contest is subject to federal, state, and local laws and regulations.

2. Sponsor – The Arts Institutes International, LLC, 615 McMichael Road, Pittsburgh, PA 15205

3. Agreement to Official Rules
Participation in the Contest constitutes entrant’s full and unconditional agreement to and acceptance of these Official Rules and the decisions of the Sponsor, which are final and binding. Winning a prize is contingent upon being compliant with these Official Rules and fulfilling all other requirements set forth herein.

4. Contest Period
The Contest begins on July 15, 2019 and ends on August 16, 2019 (the “Contest Period”). Entries that are submitted before or after the Contest Period will be disqualified. Submissions will be accepted for the duration of the Contest only via email at AILogoComp@studioenterprise.com.

5. How to Enter – Participants are invited to submit artwork or links to files to AILogoComp@studioenterprise.com.

Limit one (1) entry per person and per email address for the duration of the Contest Period. Entries received from any person or e-mail address in excess of the stated limitation will be void. All entries become the property of Sponsor and will not be acknowledged or returned.

6. Winner Selection
On or about September 9, 2019, the Sponsor, in its sole discretion, with input from the Creative Collective, will select a winning logo from among all eligible entries received. The Sponsor will attempt to notify the potential winner via telephone or email on or about September 9, 2019. If the potential winner cannot be contacted within five (5) days after the date of the first attempt to contact him/her, the Sponsor may select an alternate potential winner (“Alternate(s)”) from eligible entries. Likewise, if the Alternate(s) cannot be contacted within five (5) days after the first attempt to contact him/her, the Sponsor will repeat this process until a potential winner is contacted. In this event, once an Alternate(s) is reached, the winner will be declared.

7. Prizes – Winner will be awarded a $1000 scholarship that will be credited to the student’s account within 60 days of the Winner Selection.

8. General Conditions
In the event that the operation, security, or administration of the Contest is impaired in any way for any reason, including, but not limited to fraud, virus, bug, worm, unauthorized human intervention or other technical problem, or in the event the Contest is unable to run as planned for any other reason, as determined by Sponsor in its sole discretion, the Sponsor may, in its sole discretion, either (a) suspend the Contest to address the impairment and then resume the Contest in a manner that best conforms to the spirit of these Official Rules or (b) terminate the Contest and, in the event of termination, issue no award. The Sponsor reserves the right in its sole discretion to disqualify any individual it finds to be tampering with the entry process or the operation of the Contest or to be acting in violation of these Official Rules or in an unsportsmanlike or disruptive manner. Any attempt by any person to damage the website or undermine the legitimate operation of the Contest may be a violation of criminal and civil law, and, should such an attempt be made, the Sponsor reserves the right to seek damages (including attorney’s fees) and any other remedies from any such person to the fullest extent permitted by law. Failure by the Sponsor to enforce any provision of these Official Rules shall not constitute a waiver of that provision.

10. Release and Limitations of Liability
By participating in the Contest, entrants agree to release and hold harmless the Sponsor, and each of their respective parents, subsidiaries, affiliates, advertising and promotion agencies, other companies associated with the Contest, and each of their respective officers, directors, employees, shareholders, representatives, and agents (the Released Parties) from and against any claim or cause of action arising out of participation in the Contest or receipt or use of the prize (including any travel or activity related thereto), including, but not limited to: (a) any technical errors associated with the Contest, including lost, interrupted or unavailable Internet Service Provider (ISP), network, server, wireless service provider, or other connections, availability or accessibility or communications or failed computer, satellite, telephone, cellular tower or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties; (b) unauthorized human intervention in the Contest; (c) mechanical, network, electronic, computer, human, printing or typographical errors; (d) application downloads, (e) any other errors or problems in connection with the Contest, including, without limitation, errors that may occur in the administration of the Contest, the announcement of the winner, the cancellation or postponement of the event, if applicable, the incorrect downloading of the application, the processing of entries application downloads or in any Contest-related materials; or (f) injury, death, losses or damages of any kind, to persons or property which may be caused, directly or indirectly, in whole or in part, from entrants participation in the Contest or acceptance, receipt or misuse of the prize (including any travel or activity related thereto). Entrant further agrees that in any cause of action, the Released Parties liability will be limited to the cost of entering and participating in the Contest, and in no event shall the entrant be entitled to receive attorney’s fees. Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Contest. Entrant waives the right to claim any damages whatsoever, including, but not limited to, punitive, consequential, direct, or indirect damages.

11. Disputes
Except where prohibited, each entrant agrees that any and all disputes, claims and causes of action arising out of, or connected with, the Contest or any prize awarded shall be resolved individually, without resort to any form of class action, and exclusively by the appropriate court located in Pennsylvania. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules, entrants rights and obligations, or the rights and obligations of the Sponsor in connection with the Contest, shall be governed by, and construed in accordance with, the laws of Pennsylvania, without giving effect to any choice of law or conflict of law rules, which would cause the application of the laws of any jurisdiction other than Pennsylvania.

12. Privacy – Information collected from entrants is subject to Sponsor’s privacy policy.

The Art Institutes is a system of private, non-profit schools throughout the United States. Programs, credential levels, technology, and scheduling options vary by school and are subject to change. Administrative office: The Arts Institutes International, LLC, 615 McMichael Rd., Pittsburgh, PA 15205.

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