

Official Rules

Introduction

This document describes the official rules (“Official Rules”) of the SUNY ECC Logo Contest (the “Contest”). The object of this contest is to design a new logo for Erie Community College.

Information on how to enter and about the prizes is part of these Official Rules. To the extent of any inconsistency, these Official Rules 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.

Eligibility

The Contest is open only to individuals, who are current students, faculty or staff of ECC, as well as to alumni of the College. The Contest is not open to companies, organizations, etc. or to groups associated with such institutions.

The contest judges and their immediate family are not eligible to enter the Contest.

Entrants must be sufficient legal age and standing to enter into a contract with ECC as required below.

How to Enter

The contest opens at 8:00AM on August 31, 2017. The deadline for Entries is Noon (one minute after 11:59AM) on September 22, 2017. No purchase or fee is necessary to enter or win.

Initial entries must be submitted by email to logocontest@ecc.edu. The email must include the name, status as a staff member, student or alumnus of ECC, postal address, phone number and email address of the Entrant.

The entries must be submitted as a scalable vector graphic in EPS format, and also as a JPG. See the **Submission Guidelines** for further information.

No more than 3 Entries may be submitted by any one Entrant.

Entries must conform to the submission guidelines as outlined within these Official Rules. Entries which fail to do so will be rejected.

ECC will acknowledge receipt of all entries, but we cannot be responsible for entries or responses lost in e-mail. The College reserves the right to disqualify any Entrant or Entry at its sole discretion. No correspondence shall be entered into regarding such disqualification.

Prizes

The winning Entrant shall be awarded the following:

1. A Bak Tablet valued at \$495
2. An ECC bookstore gift certificate valued at \$50

Taxes, if any, are the sole responsibility of the winner. No transfer or substitution of prizes permitted.

Acknowledgment

The winning designer will have the right to use the logo for their portfolio and identify him/herself as its creator.

Required Elements

Submitted logos should be dynamic, unique, creative, and incorporate the words "SUNY Erie" in the layout. Submissions may incorporate other imagery, abstract symbols or a catchphrase and should utilize ECC's official colors of Red (Pantone 187; C 22, M 100, Y 86, K 14) and Black.

Designs should represent ECC's brand and reflect on the College's history in the community. Since 1946, Erie Community College has met the needs of a diverse student body while contributing to the economic vitality of Western New York. As a member of the state's SUNY system, the three-campus college provides flexible, affordable and accessible educational programs in an accommodating academic environment. Equipped with the knowledge of these programs, ECC's faculty, staff and students strive to enrich their host communities through skill, service and partnership. ECC's brand is represented by four themes: Efficiency, Relevance, Innovation and Entrepreneurship. These words are not required as part of the logo, but along with the College's history in the community, may serve as inspiration for the overall design.

Intellectual Property

All submitted work must be original, not based on any pre-existing design and may not infringe upon the intellectual property rights of another.

All Entries will become the sole property of Erie Community College and may be displayed publicly on Erie Community College web and social media sites.

The winning entry will be registered by Erie Community College as a Service Mark and the Entrant agrees to transfer all right and title to the Entry to Erie Community College in accordance with the Official Rules of this Contest.

Judging and Selection of Winner

Entries will be judged based upon the originality of the design (35%), the relevance of the final design to required elements (30%), the usability of the design (30%) and the public vote (5%).

The public will be afforded the opportunity to vote on their favorite design. **Public voting will take place via www.ecc.edu from 4:00 PM on September 22, 2017 through Noon (12:00 PM) on September 27, 2017.**

The winning entry will be determined by the Logo Committee, consisting of members of ECC's Senior Administration and the College's Marketing & Institutional Advancement Committee, which represents a cross-section of administration, faculty, staff and students. The overall score

will be determined by the Logo Committee. Their decision will be final. No further correspondence shall be entered into with the exception of communications to the winner.

The winning design will be unveiled at the inauguration of ECC's 11th President, Dr. Dan Hocoy (actual date still to be determined). The winning designer will be notified in advance of the unveiling.

The winner will be required to sign a written agreement assigning all ownership of the logo to Erie Community College. Accepting acknowledgment as the contest winner constitutes permission for ECC to make public and otherwise use winner's name, and city/town/village of residence for publicity purposes. Further personal data may be requested but is not required. Erie Community College may, at its discretion, make alterations to the winning design concept to create the final logo. The designer may be asked to collaborate with the ECC Marketing & Communications Department on the final logo.

Erie Community College reserves the right not to select a winner if, in its sole discretion, no suitable entries are received.

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 Erie Community College in relation to the Contest. They govern the Entrant's participation and supersede any prior or other agreements between the Entrant and Erie Community College and relating to the Contest.

Representations and Warranties

By participating in the Contest, the Entrant warrants and represents in connection with the Entry submitted as part of his/her participation in the Contest: (a) he/she is the sole and exclusive owner of (and free of any adverse claim by any person, firm, or corporation) all intellectual property rights in and to the Entry; (b) the Entry is original and the use of the Entry as described in these Official Rules will not infringe the proprietary rights, including without limitation the intellectual property rights, of any third party; (c) the use of the Entry, as described in these Official Rules, will be in compliance with any third-party licenses pertaining to the Entry; (d) the Entry is not obscene or libelous, and does not violate any rights of any third party, including but not limited to rights of privacy or publicity; (e) the Entry does not contain any virus, spyware, malware, trap door, worm, or any other device, mechanism or code that is injurious or damaging to software or hardware used in conjunction with the Entry; (f) the Entry and its use as described in these Official Rules will not violate any federal, provincial, state or local laws or ordinances; (g) no employer or other establishment has any rights in the Entry; (h) the Entry is consistent with these Official Rules; and (i) he/she has the right to grant the license to Erie Community College as required in these Official Rules.

Indemnity; Disclaimer of warranties; Limitation of Liability

By participating in the Contest, the Entrant agrees to be bound by these Official Rules, including all eligibility requirements and all decisions of Erie Community College. By participating in the Contest, the Entrant agrees to indemnify, defend, and hold harmless Erie Community College and its officers, agents, affiliates, contractors, contributors, subsidiaries, licensors and distributors ("Erie Community College Entities") from any and all liability, claims, or actions of any kind, including, without limitation, property damage, personal injury, and/or death, arising

out of his/her (i) breach of any representation, warranty or covenant contained in these Official Rules; or (ii) participation in the Contest; (iii) acceptance and/or use or misuse of any prize in connection with the Contest; or (iv) any third party claim relating to any rights in any design submitted.

BY PARTICIPATING IN THE CONTEST, THE ENTRANT AGREES THAT ERIE COMMUNITY COLLEGE ENTITIES MAKE NO WARRANTY, REPRESENTATION, OR GUARANTEE OF ANY KIND, EXPRESSED OR IMPLIED, IN FACT OR IN LAW, RELATING TO THE CONTEST AND/OR THE PRIZES.

By participating in the Contest, the Entrant agrees that Erie Community College is not responsible, and will in no event be held liable, for any: (a) lost, late, illegible, misdirected, damaged, incomplete, corrupted or garbled entries; (b) telephone, computer, or network malfunction or error; (c) communication disruption or other disruptions related to Internet traffic, virus, bug, worm, or non-authorized intervention; or (d) damage caused by a computer virus or otherwise resulting to any computer from the submission of entries. If such malfunction, error, disruption, or damage occurs or impairs the administration, security, fairness, or integrity of the Contest, Erie Community College may, in its sole discretion, suspend, modify or terminate the Contest by posting a notice at <http://www.ecc.edu/logocontest>. If the Contest is terminated before the scheduled end of the Contest Period, Erie Community College may choose to determine the winner from all eligible entries received as of the termination date. Persons found tampering with or abusing any aspect of the Contest, or whom Erie Community College believes to be causing or attempting or intending to cause any malfunction, error, disruption, or damage will be disqualified. Erie Community College reserves the right to disqualify any unauthorized entries, including, without limitation, multiple entries from the same person, or any entries made through robotic, automatic, mechanical, programmed or similar multiple-entry, or entry duplication, method and to disqualify any person or entity using such a method.

Consideration

The Entrant agrees that the ability to participate in the Contest and to compete for the prizes offered in connection with the Contest constitute, where required, sufficient consideration for the Entrant's obligations under these Official Rules.

Submission Guidelines

Overview

The purpose of the ECC Logo Contest is to design a logo for Erie Community College. The logo will be used as an official representation of Erie Community College. Flexibility is a key requirement, including the need to resize easily and to translate effectively in black and white as well as color. The final version of the logo will need to be suitable for use on multiple platforms to include but not limited to high quality printing and digital design.

Service Marks and Copyrighted Matter

Because of the requirement to register the logo as a Service Mark, All submitted work must be original, not based on any pre-existing design and may not infringe upon the intellectual property rights of another.

The winning entry will be registered by Erie Community College as a Service Mark and the Entrant agrees to transfer all right and title to the Entry to Erie Community College in accordance with the Official Rules of this Contest. A logo that cannot be registered as a Service Mark, no matter how well crafted, cannot win the contest.

All Entries will become the sole property of Erie Community College and may be displayed publicly on Erie Community College web and social media sites.

Required Elements

Submitted logos should be dynamic, unique, creative, and incorporate the words "SUNY Erie" in the layout. Submissions may incorporate other imagery, abstract symbols or a catchphrase and should utilize ECC's official colors of Red (Pantone 187; C 22, M 100, Y 86, K 14) and Black.

Designs should represent ECC's brand and reflect on the College's history in the community. Since 1946, Erie Community College has met the needs of a diverse student body while contributing to the economic vitality of Western New York. As a member of the state's SUNY system, the three-campus college provides flexible, affordable and accessible educational programs in an accommodating academic environment. Equipped with the knowledge of these programs, ECC's faculty, staff and students strive to enrich their host communities through skill, service and partnership. ECC's brand is represented by four themes: Efficiency, Relevance, Innovation and Entrepreneurship. These words are not required as part of the logo, but along with the College's history in the community, may serve as inspiration for the overall design.

Graphic Format

Due to the requirements for high quality printing and re-sizing, entries must be submitted in scalable vector graphic format (EPS). We advise against the use of halftones and gradients unless created inside a vector graphics program. Color in this version must be CMYK, no spot colors.

A JPG (sized at 1000 pixels square) of the logo is also requested so that entries can be posted to the ECC web site without the need for conversion.

Submit entries by email to logocontest@ecc.edu

The limit on attachment sizes for our email is 150MB, but most third party email providers (ex. Yahoo, Gmail) have much smaller limits. Compressed files should be sent in Zip format. If you

are having difficulty sending your files, please contact us via email (logocontest@ecc.edu) and we will attempt to make alternative arrangements.

Summary

To recap, entry will consist of 2 files: the logo in EPS and JPG format. Compressed files should be ZIP files.