



# Sailors *with* disABILITIES

PO Box 2099  
Strawberry Hills NSW 2012  
Ph: 02 8079 5997  
design@sailorswithdisabilities.com  
www.sailorswithdisabilities.com

## DESIGN COMPETITION

### Design a Colour Scheme for SWD Yachts

#### Introduction

Calling all artists and graphic designers! The first ever Sailors with disABILITIES (SWD) Design a Colour Scheme for our Yachts (#SWDDesign) Competition is on and we are challenging you to be authentic and creative with your designs.

The winning design will be printed onto the side of all three SWD yachts and marketing materials, exposing the winner's design to a broad audience of millions at the start of the Sydney to Hobart and other yacht races, as well as members of the Cruising Yacht Club of Australia, Sydney, where our yachts are berthed year-round, and to the thousands of children, young people and adults who participate in our annual programs.

The winner will receive a fantastic prize: New Year's Eve on Sydney Harbour for you and 9 friends to watch the fireworks on board one of the three yachts with your winning design! A page celebrating your winning design will sit on SWD's official website, in perpetuity, with links to your social profiles and your contact details, so that you may gain exposure and grow your audience, too.

SWD Founder, David Pescud, and the panel of judges will be looking for original designs that are outside the racing yacht and disability stereotype and which show exceptional creativity and potential for big-scale visibility when we hit the Harbour and news crews pan over our yachts from beside and above.

The winning design will set the tone for our youth sailing programs in which we work with over 3500 disabled and disadvantaged youth and their families and schools annually. It will also inspire our racing programs in which a mix of able-bodied and disabled crews sail the big ocean yacht races annually, garnering plenty of television, print and social media attention along the way.

We're looking for designs that reflect SWD's "I can" approach to everything we do, and which incorporate SWD's mission to create "optimism".



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Bring all of this together in one design and your image could be displayed on three racing yachts and put in front of a national and global audience.

## SPECIFICATIONS

You must work with a colour palette of three colours. This is because each yacht is dominated by ONE of the three colours and the objective of this design is to brand all three yachts, visually, so it is obvious that they are connected when people see us up close or from a distance. SWD board and executives determined that the best way of branding them visually is using a colour from each yacht in the finished design, and applying the same design to all three yachts.

## COLOUR SPECIFICATIONS

<b>Orange:</b>	<b>White:</b>	<b>Dark Blue:</b>
RGB: 245, 62, 16 CMYK: 0, 90, 100, 0 # code: f53e10	RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 # code: ffffff	RGB: 0, 0, 43 CMYK: 89, 84, 50, 70 # code: 00002b



You can have a look at our yachts here: <http://www.sailorswithdisabilities.com/our-yachts>

Kayle is white. Extra images here:

<https://www.flickr.com/photos/95107977@N02/albums/72157644313852467/page12> (You can see the range of styles that Kayle has been painted in, in years past.)



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Moksha is orange. Extra images here:

<https://www.flickr.com/photos/95107977@N02/albums/72157644727848784/with/9500593378/>

And WOT EVA is dark blue. Extra images here:

<https://www.flickr.com/search/?text=wot%20eva>

## DESIGN SPECIFICATIONS

Your creative flair comes into play in the design you create. You can apply the colours any way you wish, in any amounts. But YOU MUST WORK TO SCALE.

The space in which winning designs will be printed along the side of hulls is:

800 cm length (eight metres) x 100 cm height (one metre).

On a smaller scale that is 80 cm length x 10 cm height.

What you create with that space—your design—is up to you. Please do not exceed that scale but you can use as much or as little of the space within the dimensions of that framework. Entries that do not stay within this scale will be disqualified.

You can see the yachts in the link and visualize the potential for your design to grab attention.

## TECHNICAL SPECIFICATIONS

The winner will be required to provide a layered Photoshop or InDesign version of the design with a minimum resolution of 300DPI at A1 size (594x841mm) or a scalable vector/EPS file - please keep this in mind when creating your submission.

Your original design may incorporate a range of materials and mediums, but your final entry must still be a two-dimensional representation of these ideas.



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Entries must be received by 11 pm, 30<sup>th</sup> November, and must be accompanied by an official SWD entry form that can be downloaded at:

WORD: <http://sailorswithdisabilities.com/images/DESIGNCOMPETITIONENTRYFORM.docx>

PDF: <http://sailorswithdisabilities.com/images/DESIGNCOMPETITIONENTRYFORM.pdf>

You can submit your entry form to us in Word or PDF – it's up to you.

The poster must be suitable for reproduction in the three colours specified in the brief.

The poster must be suitable for reproduction in a number of ways from the very large scale (eg, side of yachts and buses) to very small (eg, postage-stamp size for logos, online, and possibly on stationery).

The winning design will need to demonstrate flexibility so that it can be used in full or in part, in a variety of creative applications, for example: raffle tickets, printed on T-shirts, and on a range of printed material.

Submissions are to be made by email in PDF or jpg format only (max 5 MB).

If you use any images you haven't created yourself you must own the copyright for the images or have permission to use them in your design.

The design must be in either digital or hand-created illustration; however the final entry must be two dimensional.

Please keep in mind that the winning design will be used across our yachts and other large scale forms such as banners, to very small logos and advertisements.

## **Eligibility**

There is no entry fee; anyone is invited to submit an entry into this competition, whether you live in Australia or overseas, however the prize is to be experienced in Sydney on New Year's Eve, 2015.



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Judging Entries will be judged by the SWD Founder, by the Chairman of the Board, the Communications Advisor, a member of one of SWD's crews, and a nominated experienced creative advisor.

The winner will be notified by 5<sup>th</sup> December, 2015.

The winning entry will be printed on the side of all three yachts and launched officially at the start of the Sydney to Hobart yacht race, 2015. The winning artist will be invited to attend if they should be in Sydney.

## TERMS & CONDITIONS

UPDATE: The deadline is 30<sup>th</sup> November, 11 pm. Due to the high level of interest, the deadline has been extended. Entries must be received by 11 pm on the 30<sup>th</sup> of November and must be accompanied by an official SWD entry form that can be downloaded at:

WORD: <http://sailorswithdisabilities.com/images/DESIGNCOMPETITIONENTRYFORM.docx>

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To be eligible you must like our Facebook page: [www.facebook.com/SwDSydney](http://www.facebook.com/SwDSydney) and comment on any of the stories on our Facebook page.

Late entries will not be accepted.

Only one entry allowed per person.

SWD staff or judges of this competition are not eligible to enter.

All designs must be original artwork.

Entrants must be the originator of the artwork.

All entries will be submitted by email. All submissions will be acknowledged with a return email.



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SUBMISSIONS must be sent to [design@sailorswithdisabilities.com](mailto:design@sailorswithdisabilities.com) with 'DESIGN COMPETITION' in the subject line.

Artwork is to be attached to the email in PDF, JPEG or TIFF format at 300 dpi at A4 size, with a maximum file size of 5MB

Please include your name, address and phone number in the body of the email.

The competition winner shall assign to Sailors with disABILITIES (“SWD”) in perpetuity all copyright in the image that is selected as the winning entry (“the image”). You warrant that you own the copyright in the image and/or parts that comprise the image and are able to unimpeded assign copyright in full to SWD. SWD may at its absolute discretion use part or the entire image for any purpose and in any form or manner.

By agreeing to these conditions, the winning entrant gives SWD permission to manipulate the image, and elements of the design thereof, for use on other marketing collateral, including but not limited to the official website, signage, social media, advertising, accreditation, t-shirts and print materials. Due to time constraints, the winning entrant will not be able to approve individual item designs.

SWD reserve the right, (including beyond 2015), to use the design extensively and exclusively on promotional materials, on additional products and make use of the image in perpetuity for promotional purposes at its discretion and without fees or expenses being paid.

SWD will assume no rights to the use of unsuccessful entries.

The winning entrant will be subsequently provided with an agreement including the above terms and conditions. Prize offers will be made once the agreement has been signed and returned to SWD.

The design will be credited to the winner on the SWD website including links to social media accounts the winner wishes to include on that page.

Entry forms must provide complete contact information: your name, name of institution or design firm (if applicable), mailing address, telephone, and email.

Incomplete information may cause your entry to be disqualified.



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Submissions that do not meet the deadline or technical specifications will be disqualified.

The judges' decision is final and no correspondence will be entered into.

The winner will be notified by 5 December, 2015.

By submitting your entry to this competition, you certify that you;

- agree with the terms and conditions above
- are that you are the original and sole holder of the copyright to the image/s that you submit
- and that you have the authority to license the usage of the image to SWD

## **Placement of printed designs:**

Designs are likely to be placed between the bow and stern, between existing logos and sponsor logos.



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## KAYLE

<https://www.flickr.com/photos/95107977@N02/albums/72157644313852467/page12>

You can see the range of styles that Kayle has been painted in, in years past.





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## MOKSHA

Moksha is orange. Extra images here:

<https://www.flickr.com/photos/95107977@N02/albums/72157644727848784/with/950059337>

[8/](#)





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**WOT EVA:** is dark blue. Extra images here:  
<https://www.flickr.com/search/?text=wot%20eva>

