

T-Shirt Design Contest: 1/8/18 Deadline

Two and a half years ago, we sponsored a T-shirt Design Challenge, where the winner, a student from Chadds Ford, PA, was selected via online voting, similar to American Idol/The Voice, and received an iPad Air 2.

Presently, we cannot decide on an icon to complement the logotype for our new mobile lifestyle brand, Twylight, which officially launches on Amazon next year. Since the feedback from the T-Shirt Design Challenge was very positive, we decided to sponsor a Logo Design Challenge for high school students to help us through this creative roadblock.

To get a feel for the brand, we suggest students visit <http://twylightx.com> to see how our marketing agency is presenting our first product on Kickstarter. Please keep in mind that Twylight is a mobile lifestyle brand, not a case company. This is one of the reasons why we're creatively stuck.

The contest goal is to design a monochromatic icon that complements our existing Twylight logotype (example in signature). Examples of this would be Nike's swoosh icon, Apple's bitten apple icon and Starbuck's mermaid icon, to name a few. Even though we love spot colors, the best icons are not defined by color with the swoosh being the prime example. Ten finalists will be selected. The winner will receive an Apple iPad Mini 4, and the remaining finalists will receive gift cards.

Qualifications:

- Must be a high school student in good academic standing; and
- Must have parental permission if under the age of 18; and
- Must have a verifiable social media account that can be tagged on at least one of the following three platforms: Facebook, Instagram, and Twitter

Contest Schedule (Official Announcement on 1/3/18):

- 1/8-1/14 - Date for Submissions – No submissions will be accepted before 1/8/18
- 1/17, Wednesday - Our internal team will select the top 10 submissions and post them online
- 1/19-1/22 - Online voting, one vote per person
- 1/24, Wednesday - Winner will be announced and be sent the iPad Mini 4; the other 9 designers will receive gift cards

The Logo Design Challenge will be officially announced at our online media platforms on 1/3/18. Final contest details will be made available then at <http://wavcatcher.com/twylight.html> (this link is not yet active). If there are any questions before then, please don't hesitate to ask.