

Contest Rules

- Design must primarily reflect and promote the brand, image, and spirit of Cedar Hill High School. This may be accomplished through the use of official logos, colors, school imagery, or other identifying trademarks of the School.
- Design should reflect Cedar Hill High School as a whole, and not specifically for school departments or extra-curricular clubs.
- Design must be in color.
- Design may include the school logo/seal. An accepted logo is available for download. This logo is not required. Modifications to the logo are acceptable as long as the silhouette is maintained. School may have more than one acceptable logo and may not be included in the logo download. You may use all acceptable logos per school.
- Design must include your 'artist's signature'.
- Design must include the Texas Trust logo. Logo samples are available for download. A version is available in black or white for use, depending upon the background coloring used in design. Appropriate color must be chosen so that the Texas Trust Logo contrasts with design. Texas Trust Logo must be placed in the top right corner of the design – or left in place in template. A minimum of 3/8" all-around margin is required. The Texas Trust Logo may not be modified in height/width ratio or color other than the available black or white. The Logo must be a minimum of 1" from "T to T". Sample is shown below.



- No inappropriate or vulgar language, imagery, or other materials may be used in the design. The design must remain "family-friendly". Submissions deemed inappropriate by the judges will be disqualified.
- A template is available in Photoshop format and as a printable outline. Design must fall within the parameters of the template. If you use the Photoshop format, you must adhere to the gridlines and margins in place for the Logo and other included elements.
- Participant is encouraged to collaborate with sponsor teacher on design and adherence to rules. If participant works with a teacher, the teacher's name and class information must be included on the submission form.
- The MasterCard® cutout must not be moved or modified. The Design must be drawn around this cutout.
- The EMV chip above the embossment line must not be moved or modified. The Design must be drawn around this cutout.
- The sample embossment lines (name, expiration date, 4-digit BIN#) are included as guides to show where they will be placed in production. The Design should allow for this placement. The embossment and overprint are within the accepted guidelines established by MasterCard® and cannot be modified.
- Design may be modified for optimization. (Card plastic printing, use for other print and digital collateral, or to fit the designated space requirements)
- Contest participant must be a Cedar Hill High School student to submit a Design.
- Submissions are due by March 30, 2015. No submissions will be accepted after that date. Send submissions to:

Texas Trust Credit Union Attn: Terri Albright PO Box 2260 Mansfield, TX 76063-0047 **OR**
talbright@texastrustcu.org

- Winner should be available to work with Texas Trust Graphic Designer to make design "plastic-ready".
- Winner will be required to participate in photo and video shoots for marketing purposes to the public. Therefore, winner must be able to sign or have parent or guardian sign on their behalf a 4-year media release form.
- Winner will be announced between April 14 - 21, 2015. Announcement will be made to Cedar Hill High School students and staff. Winner will be notified.
- Winner may be awarded a position on the Youth Advisory Council for Texas Trust Credit Union.
- Prizes include a \$250 MasterCard Gift Card and a sample plastic with winning design. Winner should be available for award presentation at or including local Chamber, and local ISD Board Meeting. An article will be sent to local newspaper and included in Texas Trust Newsletter. Displays of winning design may be located at partner businesses, Texas Trust Branch, Texas Trust website, Cedar Hill High School, and local Chamber of Commerce.