

We need your help creating the 4WDQld T-Shirt

The goal is to design a T-Shirt that captures the unique essence of 4WDQld and the principles it stands for.

The winning design will be printed as 4WDQld 2012 t-shirt and will be made exclusively to its members.

The winner will also be featured on 4WDQld website and social webpages.

This isn't just for the adults, there is also a kids T-shirt to be designed!

Before you start designing your winning shirt, here are some important things to keep in mind:

When looking for inspiration, think about what 4WDQld represents along with the code of ethics and main focus of 4WDQld (community consultation, environmental education, sustainable land management, recreational access to land, driver awareness programs, etc.)

Design concepts should be about 4WDQld and not individual vehicle brands or clubs.

You're welcome to be as creative and abstract in your representation of 4WDQld as you wish. If you wish to use the 4WDQld logo in your design, please request the logo from pr@4wdqld.com.au
Please do not modify the logo in any way.

Additional considerations when designing for a t-shirt:

Printing space is roughly a 20cm wide x 25cm long.

You'll be designing for the front only, as the back will already have the 4WDQld logo/wording on it.

Your design will be printed on a black t-shirt, so please optimize your design for a black background.

You can use a basic t-shirt template as a guide for placement and size when designing. But please submit only the design itself, not a mock-up with the t-shirt.

You can email your winning design to pr@4wdqld.com.au by 30/1/2012 along with your contact details, club name and which category you wish to enter {kids or adult}

Kids T-shirt design is open for all children up to the age of 13.

Adults T-shirt design is for all ages over 13 years

Please remember you must be a member of a affiliated 4WDQld club to enter

Files should be emailed as PNGs or JPEGs and no larger than 2MB. But be sure to hold onto the original working files, because if you win we will need those.

Determining the winner:

The management team at 4WDQld will select the top 10 design based on the following criteria: creativity of the design, effectiveness at communicating the key themes and adherence to the above brief.

The top 10 will then be opened for a public vote on Facebook – with the overall winner chosen by the community (most likes).

Don't forget to add a description to your design to share your thought process and provide additional details. It may help win more votes!