

# Student Handbook Cover Design Competition Guidelines

**All entries should be reflective of the college, the Gateway experience and properly incorporate the Gateway logo.**

Entries will be judged on reflection of Gateway, creativity, visual appeal, and diversity in age/ethnicity in photos (if used).

The 1<sup>st</sup> place entry will be used for the 2016-17 Student Handbook cover. 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> place winners will be awarded \$200, \$150, and \$100 Gateway Foundation tuition vouchers respectively (to applied to student account).

## Artwork Requirements:

- The Gateway Technical College logo and web address ([gtc.edu](http://gtc.edu)) and the wording 2016-17 Student Handbook must be included in the cover design.
- A low resolution Gateway logo file and Red Hawk logo file will be available from Graphic Communications instructors or by request by emailing [guniak@gtc.edu](mailto:guniak@gtc.edu). Gateway will replace the low resolution logo file with a high resolution file prior to printing.
- The Gateway Technical College logo cannot be manipulated. The logo can be two-color maroon (PMS 206: CMYK 0-Cyan, 100-magenta, 43 – yellow, 0 – black and PMS 209: 0-Cyan, 100-magenta, 34 – yellow, 53 – black ), silver (CMYK 50-cyan, 0-magenta, 100 –yellow, 0 –black), gray (40% - black) and all black or all white.
- Design should be 4-color CMYK
- Finished document trim size is 5.5”w x 8.5”h. Include a bleed of at least .25” beyond the trim size.
- Make sure all live elements are .5” in from the trim on the left side to allow for binding and .25” in from all other sides.
- Finished product and all artwork/photos should be at least 300 dpi resolution and sized to the exact dimensions it will be used. See below for file format requirements.

## Submission of artwork:

- **Submission deadline: Monday, March 14, 2016**
- Students must packaged files electronically or via CD that include a CMYK high resolution .tif file, Photoshop (psd) flattened layered tif, all fonts used, and all images used.
- Student designs must meet ALL artwork requirements in order to be entered into the contest.
- Submit entries to:

Kristin Gunia  
Gateway Marketing and Communications Dept.  
Madrigano Auditorium - Kenosha Campus  
(262) 564-3044 [guniak@gtc.edu](mailto:guniak@gtc.edu)

All entries become the property of Gateway Technical College. Gateway Technical College reserves the right to edit the winning entry leaving the general concept intact. Gateway Technical College also reserves the right to not choose a winner from the entries submitted. One entry per student. Winner will be announced by April 1, 2016.

Thank-you to the Gateway Technical College Foundation for generously donating tuition vouchers for the top three cover designs.