GRADUATION COVER CONTEST

Guidelines & Rules

HCC

2024

Commencement Program

HOUSTON
COMMUNITY COLLEGE

Your design must follow the following criteria

This HCC competition is a platform for any HCC student to share their creative ideas in designing the cover page for the **2024 Commencement Program.**

COVER CONTENT

The way this information is shown is up to you, as long as it's legible. Make sure this content is within the margin area of the cover:

2024 COMMENCEMENT PROGRAM

▶ **TITLE**

2024 Commencement Program

▶ **DATE & ADDRESS**

Friday, May 17
NRG Arena
9 a.m. & 2 p.m.

WORKING FILES

The winning design will be used across all our graduation events and materials, so please **make sure you keep all working files for this project.**

VECTOR ART

.eps, .ai, .idml

OR RASTER ART

.psd, .pdf (with layers)

COVER SIZE

Width:
8.5 in

Height:
11 in

Margin:
0.5 in

Bleed:
0.125 in

EXPORT FORMAT

PDF
High-resolution with 10MB size limit

300 dpi
for both PDF and images/graphics used for entry

SUBMISSION DEADLINE

**Friday, April 19
5 p.m.**

SUBMIT ENTRIES AT

hccs.edu/contest

WINNER'S PRIZE

**10.2-inch iPad Wi-Fi
64GB - Space Gray**

These are the rules for this contest:

▶ **Entries that do not follow brand standards and/or format requirements will be disqualified.**

▶ Please spellcheck all text in the entry.

▶ **Winning entries will be asked to submit working files (IDML, and linked files).**

▶ Contest open to all current students enrolled at Houston Community College.

▶ The top three entries will be reviewed by HCC Administration.

▶ Submissions must be original work. Every designer certifies that their submission does not infringe upon the intellectual property rights of any third party and that their submission does not violate any trademark or copyright laws.

▶ Every designer assumes the responsibility and legal repercussions for the copyright or trademark infringement of their submission.

▶ The winning designer relinquishes all rights to their submission to Houston Community College, including but not limited to the right to modify and publish the design in PR/promotional materials, such as marketing publications, advertisements, promotional items and merchandise and any College-related publication, without limitation for an indefinite period of time.

▶ The winning designer grants permission to Houston Community College for use of his/her personal name, and image and understands that his/her winning submission may appear in whole or in part, in any of the wide variety of formats and media now available to the College and all that may be available in the future, including but not limited to print, broadcast, videotape, CD-ROM and electronic/online media.

▶ The winning designer will not receive any royalties from the sale of items bearing the winning name and/or design.

▶ Submissions will not be returned to the designers. No responsibility can be accepted for submissions that are lost, delayed or damaged.

▶ In the event of duplicate design submissions with the design, the entry submitted first will be the accepted. Date and time of contest submissions will be recorded.

These are our main brand assets

The swatches, fonts, and the master logo file can be found in the "Assets" folder of this package.

Learn more about our branding guidelines, styles and tips by checking our brand book at:

hccs.edu/brand

MASTER LOGO

TYPEFACES

HEADERS

Aa
Gotham Black

AA
Trajan Pro Bold

Aa
Avenir Heavy

Aa
Avenir Black

SCRIPT

Aa
Snell Roundhand

BODY COPY

Aa
Avenir Light

Aa
Avenir Book

Aa
Palatino Regular

Aa
Palatino Bold

Aa
Avenir Roman

Aa
Avenir Medium

Aa
Palatino Italic

Aa
Palatino Italic Bold

COLORS

C 0 / M 32 / Y 95 / K 0 **Sunshine**	C 0 / M 0 / Y 0 / K 0 **Stratus**

C 0 / M 0 / Y 0 / K 100 **Tuxedo**	C 65 / M 57 / Y 52 / K 29 **Iron**	C 48 / M 40 / Y 38 / K 3 **Battleship**

PRIMARY

C 2 / M 66 / Y 100 / K 0 **Monarch**	C 5 / M 76 / Y 26 / K 0 **Azalea**	C 83 / M 100 / Y 24 / K 21 **Mauveine 1856**
C 9 / M 98 / Y 93 / K 1 **Rocket**	C 100 / M 20 / Y 10 / K 0 **Houston Sky**	C 100 / M 46 / Y 2 / K 0 **Bluebonnet**
C 61 / M 0 / Y 96 / K 0 **Peridot**	C 95 / M 8 / Y 100 / K 1 **Memorial Green**	
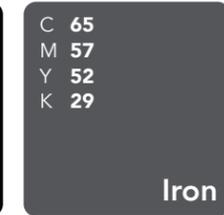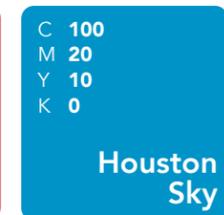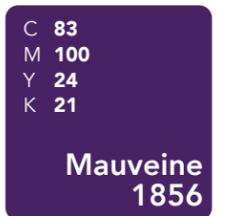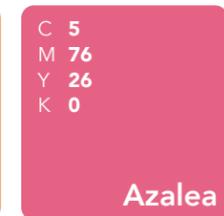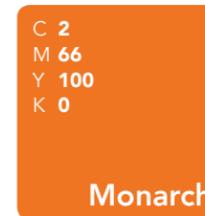
SECONDARY

Lastly, here are a couple of rules regarding our identifiers:

Do not tilt or rotate the master logo.

Do not stretch the master logo in any way

Do not extract the eagle in our logo as its own entity.

Do not use any color variation of the master logo other than the allowed color variations provided.

Do not stylize the logo with any effect, such as drop shadow, inner/outer glow, bevel/emboss, etc.

Do not deconstruct or alter the logo in any way, shape, or form.

# Graduation cover contest past winners:
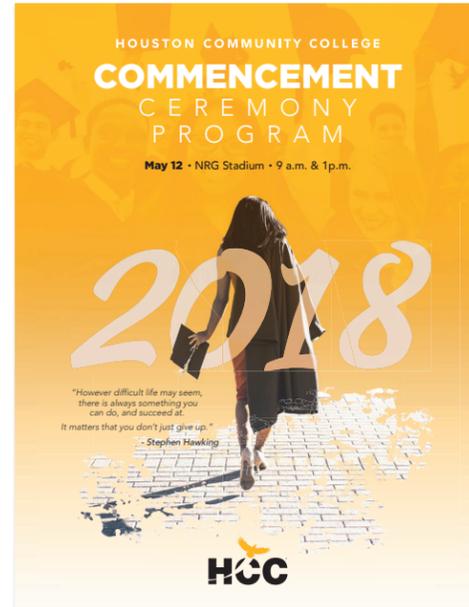
2018 COMMENCEMENT PROGRAM
Designed by Juan Corzo

2018 TxCHSE COMMENCEMENT PROGRAM
Designed by Truc Thanh Le
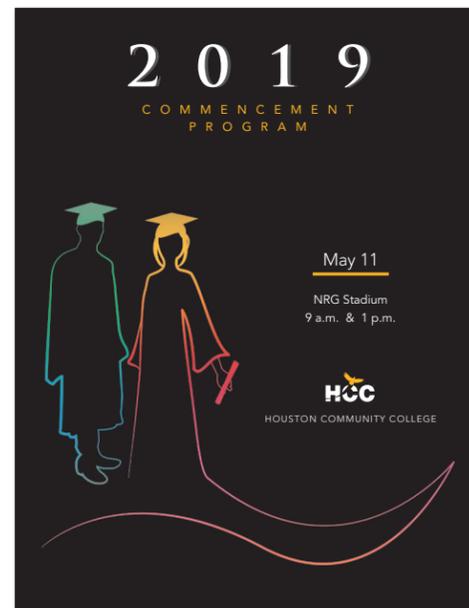
**2019 COMMENCEMENT PROGRAM**
Designed by Shima Shadbash

2019 TxCHSE COMMENCEMENT PROGRAM
Designed by Cathryn Nieto-Beittenmiller

Additional samples:
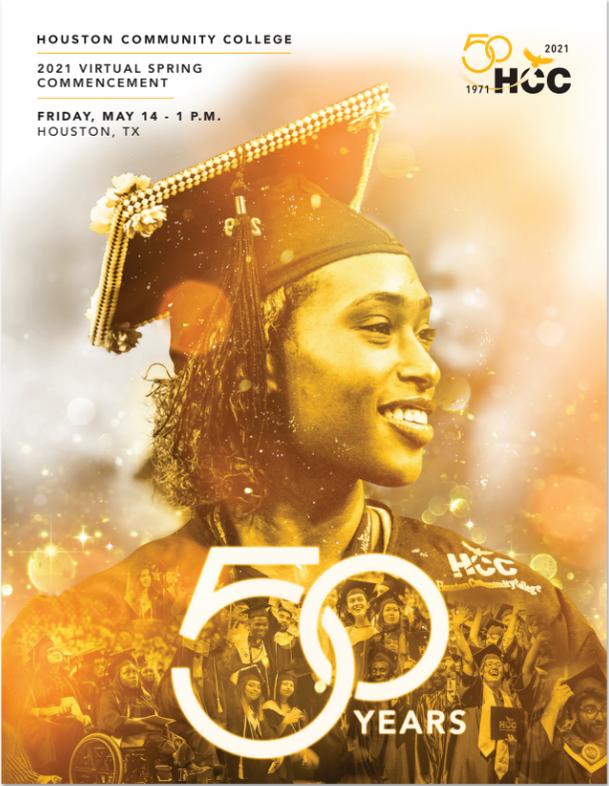
2020 Spring Virtual Commencement &
2021 Virtual Spring Commencement
Programs
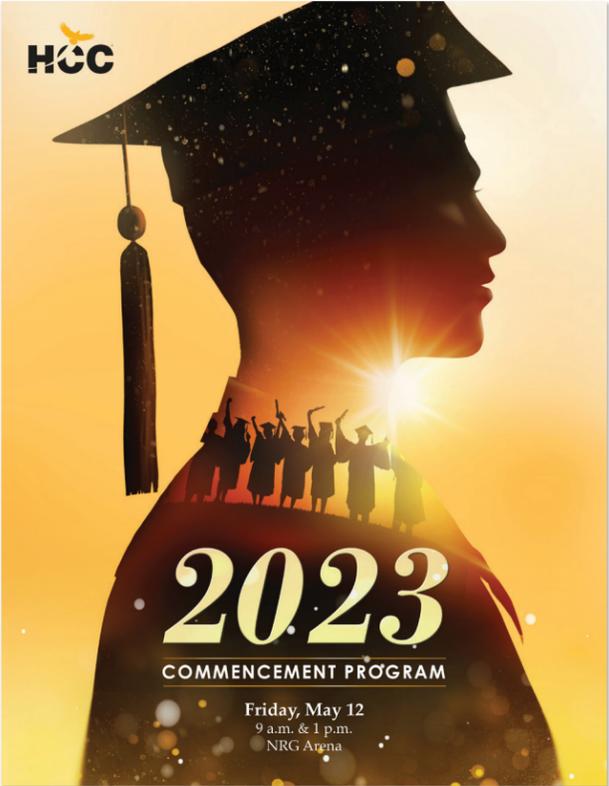
2022 Spring Commencement &
2023 Spring Commencement Programs

Learn more about our branding
guidelines, styles and tips by
checking our brand book at:

hccs.edu/brand