

DESIGN A NEW LOGO FOR THE FRESHWATER SLSC BARNEY MULLINS SWIM CLASSIC



Ocean swims are extremely popular on Sydney's Northern Beaches. None more so, than the Freshwater Barney Mullins Swim Classic held each March. It's popular because it suits everyone, from the first time ocean swimmer to social swimmers as well as competitive ocean swimmers. Freshwater Beach usually provides beautiful conditions both in and out of the water, great fun and fantastic achievement. Many join groups for fund raising.

The swim is in its fourth decade having started in the early 1980's and it is now time for a facelift. This graphic design competition to come up with a new logo/image for the swim is open to all. While there is no financial payment for the winning logo design or its ongoing use by Freshwater SLSC and you will have ultimate bragging rights and the satisfaction of knowing that your design is integral to the to this iconic community event. Naturally, there will be full acknowledgement of the designer in the competition announcement, Club newsletter and social media platforms.

Rules for the competition:

1. Design must include some element - connection with Freshwater Beach.
2. Design must be scalable to suit all size T-shirts, transferable to use on promotional material such as posters, flyers, social media, water bottles, stickers, etc.
3. Design must be long lasting ie able to be used each year for many years to come.
4. Design must be submitted electronically as a PDF to: sponsorship@freshwaterslsc.com
5. Design must be original ie not copied from other artwork, images or graphic design.
6. Entries must include name, connection with Freshwater SLSC ie member, associate member, member of Freshwater Community, friend of the Club.
7. There is no age limit.
8. Entries must include theme or concept behind the design.
9. Entries close 9 am, 1st November 2020.
10. The competition will be judged by the Freshwater SLSC Executive Board, and Andrew de Vries (Event Co-ordinator).
11. The winning entry will be announced on 1st December 2020.
12. The winning designer, must grant a perpetual, royalty free license to Freshwater SLSC to use the design / image.
13. The winning design will receive a Freshwater Beach Kit valued at \$260. Includes: swim goggles, swim cap, hoodie, beach towel and swim togs.
14. The Judges' decision is final.

For ideas and information about the swim event go to the Freshwater SLSC website: Freshwater SLSC

Or this direct link to the Barney Mullins Swim Classic

Sunday
7 March 2021

