We want YOU to design the 2016-2017 GVSU Parking Permit. The Department of Public Safety and Parking Services are excited to open this contest to all currently enrolled Grand Valley State University students.

Important Dates:

02/22/2016-02/29/2016 Submissions are due

03/14/2016-03/20/2016 Round 1 Voting

03/22/2016-03/27/2016 Round 2 Voting

Winner Announced April 7, 2016

How to Enter:
To enter the contest you must be a Grand Valley State University student currently enrolled winter semester 2016 and in good academic standing. Students will be allowed only one (1) design submittal. Students are required to submit a brief personal biography (limited to 1000 characters) with their design.

The website will not accept additional entries. The website will identify any duplications and the entry will be dismissed. Each entrant will receive an entry confirmation via email. Only original works by the submitting student will be eligible for consideration. The original creation file must be submitted along with a copy in PDF format.

Design specifications:
A four-color processing system is used in creating the parking permits. The annual parking permit has historically been created once and then edited to accommodate the lot specific colors and designations. The submitting permit designer will need to enter a design utilizing only the student commuter (Red) parking permit. If the designer is chosen as the winner, he/she will have to provide the permit in all ten permit colors. For reference, review, and clarification refer to the links provided above.

Design specifics (Refer to Info-graphic for quick references): The permit dimensions cannot exceed 3”x 4” and the design may or may not use this space in its entirety. The permit may be designed to be displayed either vertically or horizontally. Grand Valley logo standard: The design must identify the permit as belonging to Grand Valley State University. If the design includes the Grand Valley State University logo-mark, the design must also include the logotype. However, the sole use of the logotype is allowed. The only Grand Valley State University logo allowed for use is the black mark-top or black mark-left logo. This logo is allowed to be reversed (white logo on black background). Please refer to the logo standards and requirements at http://gvsu.edu/identity/using-the-logo-correctly-10.htm. The logo is also available for downloading at this site. The GVSU logo's color must be black or white, but the background color can be a different color. The original logo shape cannot be manipulated or altered in any manner. The use of any GVSU athletic logos or of “Louie the Laker” MUST be approved by Athletics Marketing at (616) 331-8800.

Student – PMS 186 (Red)  Allendale – Yellow Standard  Calder – PMS 164 (Orange)

Pew – PMS 464 (Brown)  Faculty/Staff – PMS 2935 (Blue)  Retiree – PMS 458 (Gold)

Lot L – PMS 429 (Silver)  GVSU Tenant – PMS (Black)  Lot J(Commuter) – PMS 2405 (Purple)

Service Vehicle – PMS 363 (Green)
Text inclusions - Expiration date and Designer: Permit must include the text, **EXPIRES: 8-14-2017.**

We would also like to recognize the winning designer, on each of the permits by including the text, Designed by: Your name

**Bar-code:** A bar-code and permit number must be included that is easily readable. The permit design must include a bar-code area at least 1 5/8” in length and 5/16” wide on a white background.

*Grand Valley State University reserves the right, in their sole and absolute discretion, to disqualify and reject any entries that are inappropriate for any reason, including and without limitation, entries that contain profane, offensive or inappropriate language or imagery.*

*No automated entry devices and/or programs are permitted. Grand Valley State University is not responsible for lost, late, illegible, stolen, incomplete, invalid, unintelligible, misdirected, technically corrupted or distorted entries, which will be disqualified for problems of any kind whether mechanical, human, or electronic. Only fully completed entry forms and designs will be considered for eligibility.*

**Start/Entry Day**
Contest entry period begins at 8:00am on February 22, 2016 and all entries must be received by February 29, 2016 at 11:59pm. Top 10 voting begins March 14, 2016 at 8:00am and ends March 20, 2016 at 11:59pm. Voting for the winner from the Top 10 begins March 22, 2016 at 8:00am and ends March 27, 2016 at 11:59pm.

**Judging Criteria**
Voting is open to students of Grand Valley State University who are currently enrolled in at least one credit in the winter 2016 semester. Faculty and staff members with an active email account through the university are also encouraged to vote. Students, faculty, and staff members may vote on up to **THREE** entries during the first round. The second round will be limited to **ONE** vote.

**Award**
The winning design will be the 2016-2017 Grand Valley State University parking permit. The winner will receive their annual 2016-2017 parking permit at no cost to them (2015-2016 permit value is $380). The permit can be given to a fellow GVSU student if the winner should not want their permit for any reason. If the winning permit were to be given to another student, Parking Services / GVPD must be notified so the permit will remain valid for 2016-2017.
Notification
The Top 10 and winner will be announced on the Grand Valley State University Parking and GVPD website, social media, and in university publications.

Use of Data
Names and brief submitted biographies will be associated with entries and displayed on the parking website under the Art2Park link and in university publications. Entries and winning design may be used for GVSU promotional purposes.

The winner gives Grand Valley State University unlimited permission to use their design in any and all university marketing and promotional materials in any medium in perpetuity, including the parking permits. Condition of winning the contest is the assignment of intellectual property rights to the university and paperwork effectuating the transfer must be completed before the prize is awarded.