

2025 T-Shirt Design Competition

STYLE GUIDE - QUICK GUIDE

Northwest Florida State College

The College Colors



RAIDER RED

CMYK
11, 100, 86, 2

RGB
211, 31, 53

Hex
#D31F35

Pantone
186c



SCARLET

CMYK
0, 100, 100, 40

RGB
153, 0, 0

Hex
#990000

Pantone
1805c



RAIDER GREY

CMYK
0, 0, 0, 40

RGB
167, 169, 172

Hex
#A7A9AC

Pantone
PMS Cool Gray 6c



MKAC TEAL*

CMYK
100, 0, 45, 32

RGB
0, 126, 122

Hex
#007E7B

Pantone
328c



WHITE

CMYK
0, 0, 0, 0

RGB
255, 255, 255

Hex
#FFFFFF

Pantone
n/a



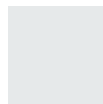
RICH BLACK

CMYK
75, 68, 67, 90

RGB
0, 0, 0

Hex
#000000

Pantone
n/a



LIGHT GREY

CMYK
0, 0, 0, 10

RGB
230, 231, 232

Hex
#E6E6E6

Pantone
427c



DARK GREY

CMYK
64, 51, 46, 17

RGB
97, 105, 111

Hex
#61696F

Pantone
431c

SECONDARY COLORS

*MKAC Teal should only be used in materials related to the Mattie Kelly Arts Center



NWFSC 2025 T-SHIRT DESIGN COMPETITION JUDGING RUBRIC

Scoring Criteria:

Each design will be judged based on the following criteria, with a maximum score of **50 points**.

Criteria	Description	Points Available
Creativity & Originality	The design is unique, innovative, and demonstrates original thought.	10
Adherence to Theme	The design effectively represents the college's identity and theme.	10
Use of College Colors	The design correctly incorporates the official college colors.	10
Visual Appeal	The design is aesthetically pleasing, balanced, and well-executed.	10
Printability & Clarity	The design is high-quality and suitable for printing on a T-shirt.	10

Scoring Guidelines:

- **9-10 Points** – Excellent: The design exceeds expectations and stands out.
- **7-8 Points** – Good: The design meets expectations with strong elements.
- **5-6 Points** – Average: The design is adequate but lacks impact.
- **3-4 Points** – Below Average: The design needs improvement in key areas.
- **1-2 Points** – Poor: The design does not meet the criteria.

Final Scoring:

Each judge will independently score the designs based on the rubric. Scores will be totaled, and the design with the highest overall score will be declared the winner. In case of a tie, a panel discussion will determine the final decision.

For any questions regarding the judging process, please contact **stratcomm@nwfsc.edu**



NWFSC 2025 T-SHIRT DESIGN COMPETITION RELEASE FORM

Participant Information:

Name: _____

Email: _____

Phone Number: _____

Student ID: _____

Acknowledgment and Agreement

By signing this form, I, _____, acknowledge that the design I am submitting for the Northwest Florida State College's T-Shirt Design Competition is my own original work and does not contain any copyrighted or plagiarized material.

I grant Northwest Florida State College full rights to use, reproduce, modify, and distribute my submitted design in any format for promotional, marketing, and commercial purposes, including but not limited to official college apparel, merchandise, and advertising. I understand that I will not receive any monetary compensation or royalties beyond any contest prizes awarded.

I affirm that I am the rightful creator of the submitted design and have the authority to grant these rights. I also understand that my design may be edited or altered as necessary for production purposes.

I release Northwest Florida State College, its affiliates, employees, and representatives from any liability related to the use of my submitted design.

For any questions regarding this release form, please contact **stratcomm@nwfsc.edu**.

Participant Signature:

Signature: _____

Date: _____

Parent/Guardian Consent (For Participants Under 18):

I, _____, as the parent/legal guardian of the participant named above, grant permission for my child to participate in the T-Shirt Design Competition and agree to the terms outlined in this release form.

Signature: _____

Date: _____