

# 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
<b>Creativity &amp; Originality</b>	The design is unique, innovative, and demonstrates original thought.	10
<b>Adherence to Theme</b>	The design effectively represents the college's identity and theme.	10
<b>Use of College Colors</b>	The design correctly incorporates the official college colors.	10
<b>Visual Appeal</b>	The design is aesthetically pleasing, balanced, and well-executed.	10
<b>Printability &amp; Clarity</b>	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](mailto: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](mailto: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: \_\_\_\_\_