

### Deliverables

**A design that is fun, inclusive, powerful, and exploring the idea of diversity in Sports through the lens of the LGBT+ community.**

- Shape, fonts, and colours are limited to your own creativity. The design can be as bold or simple as you like!
- The dimensions for the final printed graphic are 35cm X 45cm. The PUMA logo & Club Crest will feature on the shirt as illustrated below :
- Your visual will be printed on a white t-shirt.
- Your design must be submitted as a high resolution drawing, digital mock up or complete AI file.
- We'll also need 1 page of images and text that contextualize your design rational. Answering the question "why this design?"

Please submit your design by emailing [prideshirtcomp@cityfootball.com](mailto:prideshirtcomp@cityfootball.com)



### Legal Limitations:

*PRIDE* is a registered organization, please do not use.

Do not use any rights protected imagery i.e. People, Celebrities, Landmarks etc...

Fonts must be 100% free to use only.

No explicit information or imagery.

Designs must be 100% original.

The winning design might be modified / adjusted but without drastically changing the concept

### Timings

Open from : 30<sup>th</sup> April

Closing date for entries: 14<sup>th</sup> May

Winner announced : 15<sup>th</sup> May

Pride Month Limited Edition tee on sale : 1<sup>st</sup> June