



# #EYP30 – Merchandise Competition

## Guidance for the design

Dear fellow EYPer,

We are happy you are so active in helping us making this year as memorable as possible. Therefore we decided to give the most important part of the EYP a chance to contribute in the creation of our new official merchandise: you. If you win the competition, your design will be printed as EYP products. It will be available at the anniversary celebrations in Brno and may be continued even after.

We encourage you to develop one set of designs which can be used for most if not all of the following items:

- set of stickers (3-7 different designs) or decals;
- A5 notebooks (soft or hard cover);
- To-go-mugs (eg. keepcup);
- Sweaters or hoodies;
- Moreover, you can think of an additional merchandise item and propose a design for it in the “Other” option.

These are the requirements and guidelines we ask you to keep in mind while creating your design:

- Do **not** design a new corporate identity, including **no** new logos, but develop your ideas within our communication framework. If in doubt, consult [our Communication manual](#).
- You may work in a team
- You may create a series of several different designs or one design which is applicable to several if not all of these products.
- We encourage you to create a general EYP design, but welcome to feature EYP30 in some of your designs as well.

Now that you have read all of this carefully, we invite you to share your designs [here](#) until **May 1st!**

After the deadline, we will preselect the best offers and publish them on our Facebook page for a public vote. The winner of the merchandise competition will be rewarded with a travel reimbursement to the Brno anniversary event, up to 150 euros for one person or 200 euros for a team.

