



Hooked on Fishing-Not on Drugs Seeks A New Look!

HOOKED ON FISHING LOGO DESIGN CONTEST

Entry Deadline - Saturday, October 31, 2020, 5:00 p.m.

CONTEST ENTRY DATES: Through October 31, 2020

WHO MAY ENTER: Contest is open to New Jersey students aged 21 and under (*must be under 21 by the end of calendar year 2020 to be eligible).

CONTEST OBJECTIVE: The objective of the contest is to help NJDEP Division of Fish & Wildlife's Hooked on Fishing-Not on Drugs program (Hooked on Fishing) update the Hooked on Fishing logo for a unique representation of the program. For more information about the program, please review the "Background" section (below) or visit our website: www.njfishandwildlife.com/hofnodnj.htm.

CONTEST ENTRY: To enter, participants must submit original artwork along with a completed entry form via mail or e-mail. Only one submission per person will be accepted. Additional submission requirements can be found on page 2.

JUDGING: A selection committee comprised of Division staff will evaluate all entries based on the following criteria:

- **Relevance** - Does the entry align with the theme and goals of New Jersey's Hooked on Fishing Program?
- **Originality** - Does the artwork exhibit a distinct design with creativity and imagination?
- **Aesthetic Quality** - Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?

The selection committee reserves the right not to select a winner if, in its sole discretion, no suitable entries are received. The decision of the selection committee will be final and binding.

WINNER NOTIFICATION: One winner will be selected along with 12 honorable mentions. Winners will be determined following contest end date. Winners will be notified via e-mail only.

BACKGROUND: Hooked on Fishing - Not on Drugs is a nationally recognized program created by the Future Fisherman Foundation. The goal of New Jersey's Hooked on Fishing program is to encourage school-aged children to avoid tobacco, drug and alcohol usage by providing alternative activities that involve learning to fish, appreciating aquatic and environmental resources, and developing positive life skills. The program provides students with access to these extracurricular outlets that utilize New Jersey's incredible outdoor recreational assets.

The core program message is that you don't need to use tobacco, alcohol or drugs to have fun! It's the type of program that not only will help reduce drug and alcohol use in youth, but will also bring families closer together by giving them an inexpensive outdoor recreation activity they can all participate in. Visit our website for more information: www.njfishandwildlife.com/hofnodnj.htm

SLOGAN(S): A slogan is not required. However, you may come up with your own or use one of the following: "My kids are Hooked on Fishing, are yours?"; "Get Hooked on Fishing!"; "New Jersey is Hooked on Fishing!"



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SUBMISSION REQUIREMENTS: Artwork must be original! (Digital submissions are preferred)

Paper Submissions:

- Submit your logo design on plain white paper in a large envelope with cardboard protecting each side to prevent bending.
- Ensure bold lines and clean fields of color are used.
- Not more than four (4) colors should be used; blue and green are preferred but not required.
- Artwork must be large enough to fill a 6" x 6" square but not larger than a 10" x 10" square.
- Identify all work with your name, age and school.
- Be sure to include your completed entry form!

Digital Submissions:

- Scalable vector graphics preferred.
- If submitting raster graphics, minimum file size is 3MB & minimum pixel count is 4,000 sq.
- Not more than four (4) colors should be used, blue and green are preferred but not required.
- Digital submissions should include your LAST NAME as part of the file name.
- Please include your completed entry form and the following files with your digital submission:
 - JPG
 - EPS & PNG – Full color (transparent) **AND** Black & White (transparent)

Submissions will not be returned!

Mail artwork and completed entry form to:

Hooked on Fishing Logo Contest

NJDEP Division of Fish & Wildlife
605 Pequest Road
Oxford, NJ 07863

Submissions may also be emailed to: hofnod@dep.nj.gov
Required e-mail subject line: **HOFNOD Logo Contest**



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OFFICIAL RULES

The purpose of the contest is to design a logo for the NJDEP Division of Fish and Wildlife's Hooked on Fishing-Not on Drugs program. The logo may be used in all media including online, print, and all equipment and goods made for the program. A team of students may collaborate on a design submission. There is no monetary compensation for participating in this contest. Participation in this logo design contest is voluntary.

♣ To be eligible, each entrant must be a resident of New Jersey and be a student up to age 21 by the end of calendar year 2020. All submitted work must be the original work of the entrant(s) and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.

♣ All entries will become the property of the NJDEP Division of Fish & Wildlife. By submitting an entry, each entrant agrees that any and all intellectual property rights in the entrant's design are transferred to NJDEP Division of Fish & Wildlife.

♣ An entry submission constitutes permission to use the winner's name, likeness, and information provided on the entry form for publicity purposes of the NJDEP Division of Fish & Wildlife's Hooked on Fishing Program, without further permission or compensation. (If a team, each team member must include a completed submission form)

♣ NJDEP Division of Fish & Wildlife reserves the right to modify the winning logo. A modification of any logo by NJDEP Division of Fish & Wildlife will not negate any intellectual property rights transferred by the entrant to NJDEP Division of Fish & Wildlife.

♣ The decisions of the Selection Committee will be final.

Eligible participants must:

♣ **Submit the completed Official Entry Form and logo design to hofnod@dep.nj.gov by 5:00 p.m. October 31, 2020. All paper submissions must be postmarked by October 31, 2020.**



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HOOKED ON FISHING LOGO DESIGN CONTEST OFFICIAL ENTRY FORM

(This signed form must be attached to your work)

Please Print Clearly

Name: _____

Address: _____
Street/PO box City State Zip

Telephone Number: (____) _____ Grade: _____ D.O.B.: _____

School & Teacher: _____

E-mail: _____

Parent/Guardian: _____
Signature

Parent/Guardian: _____
Print

PERMISSION TO PUBLISH

By participating in the Hooked on Fishing Logo Design Contest, I hereby affirm that I have read and will be bound by the Hooked on Fishing Logo Design Contest's Official Rules. I further understand that by submitting an entry I have transferred all claims, rights, and benefits related to the intellectual property rights of my entry, including the exclusive right to display, modify, reproduce, publish, distribute, and use my entry, to the NJDEP Division of Fish & Wildlife.

Student's Name _____

Student's Signature _____

Name of Parent/Guardian _____

Signature of Parent/Guardian _____

Digital Submissions Only: Please list your file names below.
