

About this contest

We are HEY YUM! We do yummilicious organic candy. Because we think a bit of what you love makes life good, we're here to redefine candy and offer the world an alternative - one that is ORGANIC, unjunked and just better. We've done this by cooking up a recipy for soft, chewy goodies without the baddies.

We would love you guys to design the perfect HEY YUM! board for us. One that is funky, unique, cool, has a street kind of vibe that makes you smile and one that stands out! We would like you to use the HEY YUM! logo and include our illustrations in whatever way you think will make for the most awesome design.

Upload your design to the deckend platform, share it with your following and try to get those 5-star ratings. The judges will pick 10 winners out of the highest rated designs and they will be awarded with over €1500,- worth of prizes.

Contest details

Contest

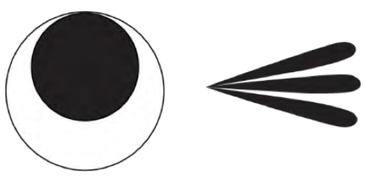
HEY YUM! - Yummilicious

Contest deadline

July 25, 2021

Prizes

- €500,- cash
- 10x HEY YUM! goodie box
- €250,- deckend gift cards
- 6x winning decks



Inspiration

On every bag of HEY YUM! candy you will find small illustrations, like butterflies, dinos, rabbits, fish, etc. We would love these type of illustrations to be part of the design!
We also have a strong preference for those bold black and white illustrations. But don't limit yourself in your creativity as we're also looking for your personal "twist".



Design requirements

Do’s

- **DO** leverage the HEY YUM! design assets.
- **DO** include the HEY YUM! logo.
- **DO** your own original design and artwork.
- **DO** stick as much as you can to your own distinctive style.
- **DO** think out of the box regarding the execution of the basic concept.
- **DO** experiment with different styles, tools and media in your design.
- **DO** keep in mind that the design will end up on a skateboard deck once it’s done, so the placement of key graphical elements (like the logo) is important.

Don’ts

- **DON’T** use any other brand/company logo’s in your design, besides the HEY YUM! logo.
- **DON’T** put any links to websites or social media profiles in your design.
- **DON’T** use copyrighted materials in your design, even if it’s just a background pattern or icon.
- **DON’T** promote hate, violence or nudity in your design.
- **DON’T** violate anyone’s privacy.
- **DON’T** use any texts, slogans, icons, symbols or other visual elements that can be considered rude, hurtful or inappropriate.

Setting up your file

It’s important to set up your file with the right specifications for it to be transfered to a skateboard deck later.

You can choose to set up your canvas according to the file specifications on the right, or you can use the template files provided by us. We recommend using professional design software like Adobe Illustrator or Adobe Photoshop, but you should be able to follow our specifications in other software as well.

In any case, make sure that your final output follows the following rules.

File specifications

Canvas size

Width: 2700 px
Height: 9900 px

Resolution

300dpi

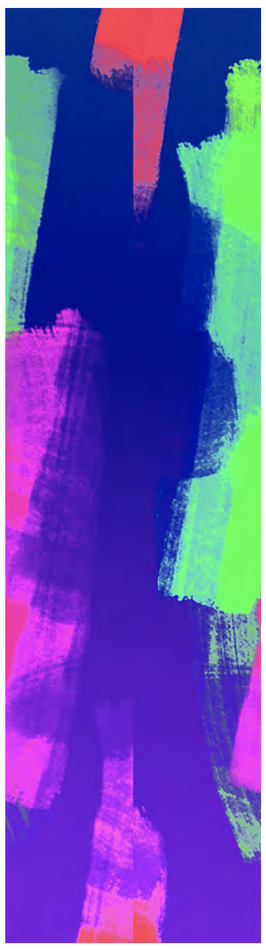
Color mode

RGB

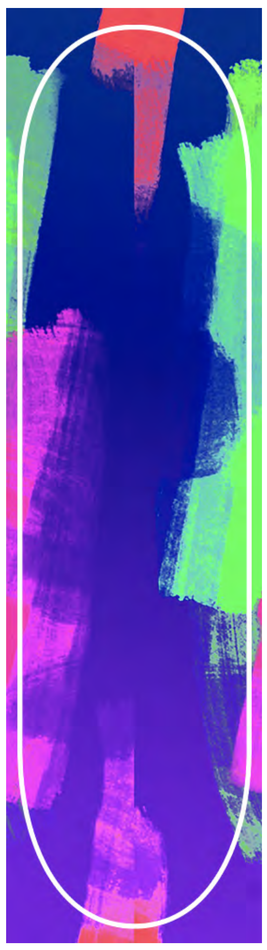
Export / Save file as

.JPG (highest quality)

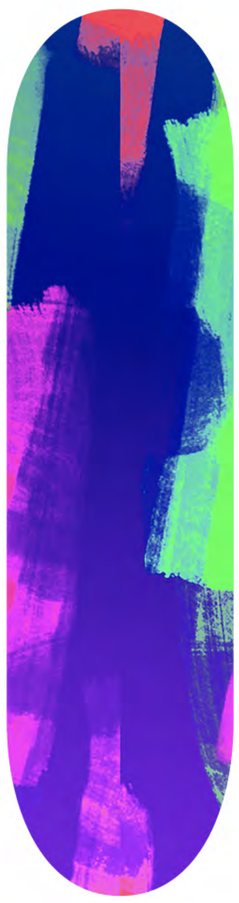
✅ Fill full canvas



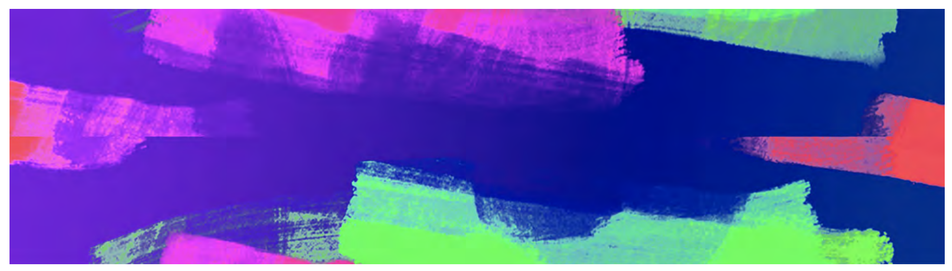
❌ Don’t export guidelines



❌ Don’t cut out a board shape



❌ Don’t rotate the canvas



Submitting your design

You must be registered on deckend.com to participate in our skateboard design contests and must agree to our **Contest submission - Terms and Conditions** (see page 4).

Designs must be submitted before the contest deadline on **July 25, 2021** through the upload form on the deckend website, which can be found here:
https://www.deckend.com/contests/hey-yum!-yummilicious

Judging

The judges for this contest will consist of the HEY YUM! team and the deckend community.

The submissions will be judged according to the following criteria:

- How well did you follow the design brief?
- How original/creative was your design?
- Does your design follow the keywords: *feel good*, *unique*, *street look*, *urban design*.
- How did the community rate your design?
- What was the level of community engagement for your design?
- How much traction did your design get on your social media channels?

Prize distribution

The judges will be selecting a total of 10 winners in this contest. Prizes will be distributed among the winners according to the following list:

1st place:

- €350,- cash
- 3x your winning deck
- 1x HEY YUM! goodie box

2nd place:

- €150,- cash
- 2x your winning deck
- 1x HEY YUM! goodie box

3rd place:

- €100,- in deckend gift cards
- 1x your winning deck
- 1x HEY YUM! goodie box

4th and 5th:

- €75,- in deckend gift cards
- 1x HEY YUM! goodie box

6 to 10:

- 1x HEY YUM! goodie box





Contest submission - Terms and Conditions

By submitting your design (hereinafter the "Design") and clicking the "Submit your design" button, in consideration of deckend.com evaluating your design submission for its possible use, production, distribution and sale of your design on physical products, you are agreeing to the following terms and conditions (hereinafter the "Contest submission - Terms and Conditions"), which serve as a binding agreement (hereinafter the "Agreement") between you and deckend.com.

1. The deckend.com Contest (hereinafter the "Contest") is the competition as described in the deckend.com “Contest briefing and guidelines”.
2. By submitting any word, combination of words, symbol, slogan, photograph, graphic or any other type of Design for consideration in the Contest, you represent and warrant to deckend.com that you have the right and authority to convey the rights granted hereunder; that the Design is original and free and clear of any encumbrances or liens, is not subject to any third-party agreements or arrangements that would interfere with their use and that you are not infringing any rights whatsoever (including but not limited to copyright) of any third party. You shall hold deckend.com harmless and shall indemnify deckend.com for all costs and expenses (including attorney fees) in the event of breach of any of the foregoing warranties or representations.
3. By submitting the Design to deckend.com you hereby grant deckend.com the right and license to upload, modify, reproduce, copy, exhibit, create derivative works of, distribute, and display the Design, in any matter, for the purpose of promoting the Design and/or deckend.com. Deckend.com may also sub-license this license to partners and third parties.
4. You may not use the Design for any commercial purpose (e.g. sell or license the Design, or offer to sell or license the Design) for ninety (90) days after the date of submission to deckend.com. If your Design has not moved to production within ninety (90) days you are free to use your Design for any commercial or non-commercial purpose and may request the removal of the Design from the Rate section of the website by mailing info@deckend.com. Deckend.com reserves the right to produce your Design, after the ninety (90) days have passed, on the condition that the Design has not been used for any commercial purpose.
5. You acknowledge that deckend.com reserves the right to decline or select the Design for display or production for any reason or exclude the Design from consideration, for any reason, at any time, in its sole discretion and that the decisions of deckend.com are final and binding.
6. If your Design is selected as the winner of a deckend.com contest, or any other (promotional) contest(s) or award(s) that may occasionally be offered on deckend.com, and/or that may result in producing, publishing and/or dissemination of your Design by deckend.com, you shall assign the right and license to use the Design in any manner and will waive any "moral rights" you may have in the Design. You hereby grant to deckend.com, its licensees and assignees, an exclusive right and license to: (1) reproduce the Design or any parts, alterations or derivatives thereof, in any media or embodiment and (2) sell, publicly display, advertise, perform or exhibit, or distribute the Design in any way now known or hereafter to become known. Deckend.com may also sub-license this license to third parties.
7. If your Design is selected and/or produced by deckend.com, you may display the Design on a website owned and/or operated by you, and you may use and display the Design for any non-commercial purpose.
8. Deckend.com shall use reasonable efforts to ensure that the use of the Design is accompanied by a reasonable credit to you (subject to your right to withdraw such credit as discussed above).
9. If there are sales of products featuring the Design(s), made on the deckend.com website, you authorize deckend.com to collect the full sales compensation ("Sales Compensation") from customers before paying any royalties ("Designer Royalties"), according to the amount recorded in our terms and conditions ("Terms and Conditions"), to you.
10. You alone shall be responsible for the payment of any tax that arises as a result of receiving any payment from deckend.com, it's subsidiaries, related companies, partners or licensors.
11. If at any time you become aware that the Design has been used, reproduced, or displayed for any commercial purpose, and/or that it has been offered for sale, sold, licensed, or assigned to a third party, you must immediately notify deckend.com by email at info@deckend.com.
12. No agency, partnership, joint venture, employee-employer or franchiser-franchisee relationship is intended or created by this Agreement.
13. If you are not in compliance with any of these Design Contest Submission Terms and Conditions, the Design may be rejected by deckend.com, and may be excluded or otherwise deleted from deckend.com.
14. If any part, term or provision of this Agreement shall be held illegal, unenforceable, or in conflict with any law of a federal, state or local government, or the law of any other country having jurisdiction over this Agreement, the validity of the remaining portions or provisions shall not be affected hereby.
15. Changes made by deckend.com to these “Contest submission - Terms and Conditions”, which may happen at any time, shall be effective immediately and incorporated into this Agreement. You will have full responsibility to take note and review any changes to the “Contest submission - Terms and Conditions”.

By submitting your Design you acknowledge that you have read and agree with these “Contest submission - Terms and Conditions”, agree to be bound by them, and you wish to submit your Design to deckend.com in accordance with them.