

## University Alliance Christmas Card Competition Brief

We are looking for a creative festive design to decorate the front cover of our 2019 Christmas card.

The chosen winner will receive a £50 high-street voucher and be credited on the back of a card, which will be seen by senior politicians, university staff and high-level political influencers and shared on our website.

Please also submit a few lines explaining your design.

The competition is open to all staff and students at Alliance Universities ([see below for a full list](#))

### **Competition closes on 27<sup>th</sup> November at Midday.**

Please direct questions and entries to [matilda@unialliance.ac.uk](mailto:matilda@unialliance.ac.uk)

### **Design Brief:**

We want our chosen card to reflect the work University Alliance and our members do within their communities, to support businesses and to provide world leading professional, technical and creative higher education. Your entry must therefore reference some aspect of this work. [See below for more information about us and our members.](#)

Most importantly, we also want it to be Christmassy! See examples from [2013](#), [2014](#), [2015](#), [2016](#) and [2017](#) for inspiration.

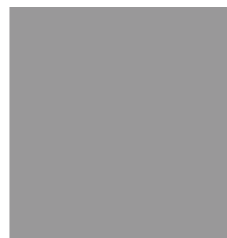
Finally, the design must reflect University Alliance Branding. Please incorporate the [University Alliance Logo](#) somewhere in the design and try to use at least one of the [University Alliance colours](#).



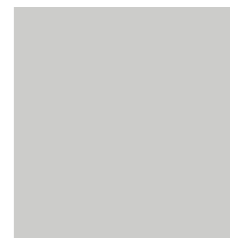
Web #336699  
R51 G102 B153  
C 85.94  
M 59.84  
Y 17.46  
K 2.08



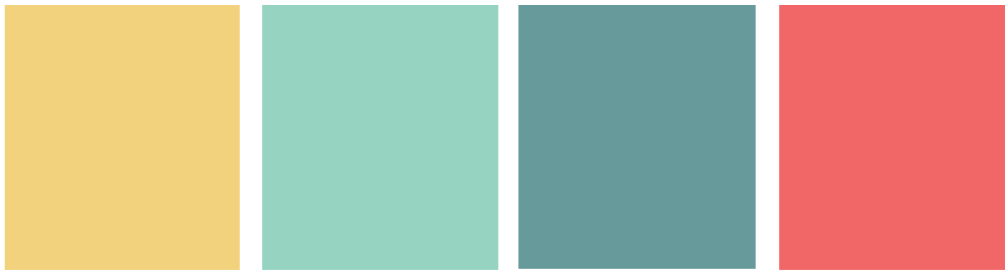
Web #333333  
R51 G51 B51  
C 69.21  
M 63.29  
Y 62.14  
K 58.3



Web #999999  
R153 G153 B153  
C 42.81  
M 35  
Y 35.17  
K 1



Web #CCCCCC  
R204 G204 B204  
C 19.25  
M 15.07  
Y 15.72  
K 0



Web #f3d27e  
R243 G210 B126  
C 4.55  
M 15.65  
Y 59.85  
K 0

Web #95d3bf  
R150 G211 B192  
C 41.16  
M 0.14  
Y 29.96  
K 0

Web #669a99  
R102 G154 B154  
C 63  
M 24  
Y 38  
K 1

Web #f16667  
R241 G102 B103  
C 0.05  
M 75.1  
Y 52.4  
K 0

## Design Specifications:

Submitted designs can be photography, graphics or artwork but they must be original and belong to the entrant.

Entries must be submitted as a jpeg or InDesign file in [high resolution](#) (at least 300dpi)

The finished card will be printed in A5 (A4 half-fold) either portrait or landscape. Exact dimensions are: 297mm x 210mm, or 303mm x 216mm with [bleed](#)

If submitting a graphic, set your [colour mode](#) as CMYK and embed or flatten your [fonts](#)

## Appendix A: About University Alliance

*University Alliance is the voice of professional and technical universities working at the heart of their communities. Alliance universities work with industry to deliver innovative applied research and practical skills-based learning to solve the problems of the future and train the workforce of tomorrow.*

## Our Members:

University Alliance represents 12 member universities:

- Birmingham City University
- University of Brighton
- Coventry University

- University of Central Lancashire
- University of Greenwich
- University of Hertfordshire
- Kingston University
- Leeds Beckett University
- Oxford Brookes University
- University of Portsmouth
- Teesside University
- University of South Wales
- University of the West of England (Bristol)

### **What makes Alliance Universities Unique?**

**Alliance universities unlock potential and effect change.**

- They are trailblazers in higher technical education, integrating the skills employers need into the curriculum. For example, offering placement years or work place simulations such as trading floors or hospital rooms.
- They drive innovation through world-leading research in, for example, robotics, AI, life-threatening diseases and climate change.
- They are instrumental in training the public sector workforce including nurses, healthcare staff and police forces.
- They are anchor institutions, providing opportunities to their local communities by sharing expertise with local businesses, encouraging entrepreneurs and giving students from a range of backgrounds the opportunity to go to university.
- They are world-leaders in providing creative arts education such as architecture, photography, illustration, design and animation.

### **The work of University Alliance:**

We champion and protect the work our members do to unlock potential and effect change.

We connect universities with shared values and common goals to work together as a force for greater good.