



# (RED) | ONE DESIGN CHALLENGE

## OFFICIAL RULES

### THE CHALLENGE

(RED) would love to enlist ONE members as (RED) | ONE Ambassadors, tapping your creative juices to create heat and awareness around the AIDS fight through design. The winning designs will be sold as t-shirts for purchase on [Amazon.com/RED](https://www.amazon.com/RED) this World AIDS Day!

### ELIGIBILITY

The (RED) | ONE Design Challenge is open to members of ONE who are aged 18 and up. (RED) and ONE Campaign (“ONE”) staff are not eligible to participate. Participation in the promotion/challenge constitutes entrant’s full and unconditional agreement to, and acceptance of, these Official Rules.

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### DESIGN GUIDELINES

We’re arming the ONE army with the (RED) | ONE manifesto, our iconic phrases like “INSPI(RED)” and “EMPOWE(RED)” and the latest HIV/AIDS stats and seeing where your creativity takes you! See reverse for inspiration.

Upload your design in the following format: 15”x18” maximum, JPEG or PDF (the “Design”) file size under 3MB with the completed entry form at [RED.org/design-challenge](https://www.RED.org/design-challenge), where you can also download (RED) and ONE creative assets.

### TIMELINE AND JUDGING PROCESS

**Launch:** Wednesday, September 4, 2019 (9:00 am ET) on [RED.org/design-challenge](https://www.RED.org/design-challenge)

**Deadline:** Friday, October 4, 2019 (Midnight ET). Designs received by the deadline will be reviewed by (RED), whose decisions on finalists will be based on compliance with the Design brief and whose decision will be final.

**Selection:** A panel of judges consisting of one representative from (RED), one representative from ONE and a design artist will review each of the Designs submitted to this panel by (RED). The Top 5 Designs will be selected as Finalists, and on or before Thursday, October 31, 2019.

### TOP DESIGNS

(RED) and ONE will highlight the top 5 designs and artist profile, one per week on social media in November.

(RED) and ONE will rollout winning designs as t-shirts for purchase on [Amazon.com/RED](https://www.amazon.com/RED) on December 1, 2019, WORLD AIDS DAY. Each t-shirt purchase can provide over 56 days of life-saving medication, which can help prevent the spread of HIV/AIDS.

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### TERMS AND CONDITIONS

By submitting a design (the “Design”), you agree to transfer your ownership and all rights in the Design to (RED) and ONE for its use in any and all of its charitable and/or publicity purposes, including for sale by (RED) and ONE to fund the fight to end HIV/AIDS. By uploading the Design to the Website, you consent that (RED) and ONE may: (i) display your Design on (RED) marketing networks, including social media, the Internet, and other media; (ii) sell the Design; and (iii) make modifications to the Design as necessary for manufacturing purposes. Participants are limited to one entry only.

(RED) and ONE respects the intellectual property of others, and we require any Designs you submit to do the same. You may not submit any Design that (1) contains copyrighted material belonging to others without permission, (2) use, copy, or violate any trademark rights of others, (3) infringe any other intellectual property rights or likeness rights belonging to others. (RED) and ONE reserves the right, in its discretion, to disqualify any Design if it believes that it may infringe the intellectual property rights of any third party. You represent that all of the elements of the Design are original and yours only, and that no third-party permissions are required for the use of any such elements. In the event of any winning Designs or Designs chosen for publicity, you grant (RED) and ONE the right to use your name as recognition in creation of the Design.

(RED) and ONE grant you a limited, non-exclusive, non-transferable, non-sublicensable license to use designated trademarks and designs owned by (RED) and/or ONE only in connection with designs to submit to this T-shirt contest. This license does not grant you any further rights to any commercial use of any (RED) or ONE branded trademarks or designs. All rights not expressly granted to you in these Terms and Conditions are reserved and retained by (RED) and ONE. You may not frame or utilize framing techniques to enclose any trademark, logo, or other proprietary information (including images, text, page layout, or form) of (RED) and ONE without express written consent. You may not use any meta tags or any other “hidden text” utilizing (RED) or ONE’s name or trademarks without the express written consent of (RED) and ONE.





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## INSPIRATION

### (RED) | ONE MANIFESTO

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**QUAL. UNTIL ALL OF US ARE EQUAL. UNTIL ALL OF US ARE EQUAL**  
 OTHER DISEASE. AIDS KILLS MORE YOUNG PEOPLE THAN ANY OTHER DISEASE. AIDS KILLS MORE YO  
**IS TREATABLE. YET IT IS TREATABLE. YET IT IS TREATABLE. YET IT**  
 BE BORN WITH HIV. TODAY, 400 BABIES WILL BE BORN WITH HIV. TODAY, 400 BABIES WILL BE BORN  
**S PREVENTABLE. YET IT IS PREVENTABLE. YET IT IS PREVENTABLE**  
 READ THIS, IN THE TIME IT TAKES YOU TO READ THIS, IN THE TIME IT TAKES YOU TO READ THIS, IN  
 FROM AIDS. **SOMEONE HAS DIED FROM AIDS. SOMEONE HAS DIED FI**  
 HE POWER TO CHANGE THIS. WE HAVE THE POWER TO CHANGE THIS. WE HAVE THE POWER TO CHAN  
 !. SHOP (RED). **JOIN ONE. SHOP (RED). JOIN ONE.**

@RED | @ONE



### (RED) WORDS

INSPI(RED)

EMPOWE(RED)

FI(RED) UP!

ADO(RED)

INC(RED)IBLE

EXPLO(RED)

(RED)EFINED

### LATEST HIV/AIDS STATS

Roughly 38 million people are now living with HIV, nearly 26 million of whom are living in sub-Saharan Africa.

In 2018, over 23 million people living with HIV were accessing treatment.

Nearly 800,000 people died last year from AIDS-related illnesses.

Over 400 babies are being born every day with HIV.

In 2018, 82% of pregnant women living with HIV worldwide had access to treatment.

Every week, nearly 6000 young women (15–24) will contract HIV worldwide.

Four out of five new HIV infections among adolescents (10–19) in sub-Saharan Africa are girls

### T-SHIRT EXAMPLES

