

# Bestway®



## SUP Graphic Design

## Summary

New graphic design contest on Desall.com: Bestway and Desall invite you to design the new graphics for stand up paddle boards with Hydro-force brand.

**Official contest page:** <https://bit.ly/SUPgraphic>

## Company description

Since its establishment in 1994, Bestway has devoted its efforts to strengthening research, design, development, and the manufacturing of high quality and innovative outdoor leisure products. Bestway aims to provide the best products at the best prices worldwide.

**Vision:** we want to give everyone the opportunity to make the most of their free time. We are Bestway, a world class brand in the production of leisure products. We are committed to bringing fun into people's lives, with innovative and quality products, and creating a rich and stimulating professional environment for those who work with us. We seek to do better every day, in everything we do, for everyone. We believe in striving for excellence in both product and service design, in order to achieve our goals.

**Mission:** we improve people's lifestyles through the power of fun and entertainment. Thanks to our products, we make moments of well-being and socializing possible, for people of all age groups in every part of the world. Thanks to our corporate philosophy we favour a work environment focused on the individual in its uniqueness. Together with our colleagues, collaborators, suppliers and branches all over the world we are committed to affirming ourselves as the leading recreational leisure brand.

## What we are looking for

Stand up paddle (SUP) is a water sport, which was born as a variant of surfing that imposes standing on a board (similar to the surfing one but with more volume to support the athlete's weight), using a paddle for propulsion.

Bestway invites you to look for **a new style for its Hydro-force sub-brand**, in particular **by designing the new graphics of the "Oceana" and "Acqua Glider" SUP boards**. For further information, please refer to the *Material files* attached to the contest, to the Bestway [website](#) and to the Hydro-Force [video](#).

## Guidelines

For the correct realisation of your proposals, keep into consideration the following guidelines:



**Product typology:**

SUP board is composed of **3 design areas**, top surface, bottom surface e side rail.

The top surface features a series of elements, such as elastic ropes, handles, metal D-rings and valves, while the bottom surface has a tail fin. For more details on the elements on the board, please refer to the “Design sheet” file attached to the *Material files*.

Furthermore, the Top surface features non-skid pad, **this is the only element you can integrate into the graphic design of the board project**, working on its shapes, colours and texture. For constraints related to the mat, please refer to the paragraph “Colours”.

The graphics have to pay **the greatest attention to detail**, be **tech, sporty and professional**. The final result will not have to be in line with the style of the range currently in the catalogue, so you are invited to develop a **new graphic style** from scratch, which **stands out from the competition** in terms of style, shapes and colours.

Your proposal **must have 2 graphics, one applied to the “Oceana” structure model and the other one applied to the structure of “Acqua Glider”** both inserted inside the “Design sheet” file attached to the *Material files*.

In order to underline the versatility of proposed graphics, for each submitted project you can show at your choice:

- **two chromatic versions of the same graphic;**
- or
- **two different versions, which can be visually referable to the same collection.**

**Style:** your design should follow a **sporty, tech, active and unisex** style that can attract both men and women, sporty or not. The values that will have to emerge can refer to concepts such as: “Wildness”, “freedom”, “nature”, “discover” by conveying a series of messages such as: “Free your soul”, “Get in touch with the nature and relax”, etc.

The subjects can be both **abstract** and **figurative**, **the output must necessarily be a vector file**, so the use of pictures is not allowed.

The design must be original, therefore the use of graphic stock material is not permitted, even if free from licensing restrictions.

**Colours:** the colours should be pertinent to the **sports world, preferably bright**, therefore avoid pastel shades.

As regards the graphics that will be applied to the board there are no limits to the number of colours that can be proposed, the only limitation concerns the non-skid pad, for which it is necessary to provide simple graphics (max 5 colours) avoiding too elaborate patterns. Indeed, this part is composed of assembled pieces with different shapes, so an excessive complexity would make the production process too complicated.

**Logo:** You are invited to insert the Hydro-force (HF) logo attached to the *Material files* integrating it as much as possible within the graphic proposal and respecting the company style guides. (“HF\_StyleGuide\_2021”).

**Target:** The target audience is the **sport-loving adult**. The reference market is **the mass market**, so the design should not be overly sought after, but suitable for a wide target group, made up of beginners and non-beginners. The product will be sold all over the world and the sales channels will include both shops specializing in sports goods and large general distribution.

**Target support and print typologies:** your solutions will be printed by Screen printing or Roller printing for the base of the board. For the non-skid pad part, the coloured parts in EVA mat will be assembled.

The printing production process **does not allow a perfect alignment of the side rails with the top surface and the bottom surface**. Therefore, we do not recommend applying graphics continuously on all three surfaces, from the top to the rail to the bottom, to avoid misalignment.

If it is functional to the graphics, the positioning of elastic ropes, handles, metal D-rings **can be slightly modified**. The valves, on the other hand, **cannot be moved from their original position**.

**Required materials:** For the development and presentation of your graphics, you are invited to **use the template provided inside the *Material files*** including front, back and side views. For each project submitted, you should show two variants, one applied to the structure of the “Oceana” template and one applied to the structure of “Acqua Glider”.

All material inside the template “Design sheet” must be sent in vector format, so will not be accepted proposals only in raster format (jpeg, png, tiff).

The template must be attached through the .ZIP archive from the upload page as additional material and must be indicated inside of it all the colours used for each proposal (in CMYK or Pantone values) at the bottom of the page.

**Evaluation criteria:** in the evaluation of your submissions Bestway will take into account the following criteria:

**Aesthetic quality 5/5**

**Versatility (possibility to create a collection) 5/5**

**Technical feasibility 4/5**

**Innovation degree 4/5**

**Brand Compliance 1/5**





**Language:** since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

## Contest timeline

Upload phase: 4<sup>th</sup> December 2020 – 16<sup>th</sup> February 2021 (1.59 PM UTC)

Client Vote: from 16<sup>th</sup> February 2021

Winner announcement: approximately before the end of April 2021

## Optional deadlines

Concept revision: 11<sup>th</sup> January 2021 (1.59 PM UTC)

**Concept revision:** by this date you can require an optional revision of your project by the Desall team. In order to request a revision, upload your project, include the description project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. **The revision is NOT mandatory:** it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

## Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the [www.desall.com](http://www.desall.com) web site, via the upload page related to “SUP graphic design” will be accepted.

## Award

1°: €2000

The selection of the winner by Bestway will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

## Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 750,00 = (seven-hundred and fifty/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For further information, log in and read the [Contest Agreement](#) from the upload page. For any questions about the brief you can use the “Have a question” button or write to [contest@desall.com](mailto:contest@desall.com).



## Submission Guidelines

**Project images:** the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

**Descriptions:** we suggest you to use the appropriate fields, "Abstract" and "Description", to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the "Abstract" field you have maximum 500 characters to include a short summary of your project while in the "Description" field you can include all the remaining information.

**Additional material:** in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the "Archive File" field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the "Video File" field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

**Concept revision:** revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

**Hidden option:** only in case of public gallery contests, you can submit your project with "hidden" design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

*You can find further instructions on how to create your account, how to submit your project and other information in the [Tutorials](#) and in the [FAQ](#) sections.*