



**Calling all Artists and Bicyclists!**

**Help us *Share the Road.***

**Design our new road-ready T-shirt!**

**Deadline: *Midnight October 14***

- Email to [info@bicyclealliance.org](mailto:info@bicyclealliance.org); subject line “Share the Road Design Contest” or
- Deliver to 309A Third Avenue South - Seattle WA 98104

**Prize**

The winner will be awarded a \$100 REI gift certificate.

**Guidelines**

- Entering the contest is free.
- One entry per person or group.
- Artwork must be submitted to [info@bicyclealliance.org](mailto:info@bicyclealliance.org) or delivered to 309A Third Avenue South - Seattle WA 98104 by midnight October 14.
- Art must be original and not published elsewhere.
- Submitted art will not be returned.
- A panel of judges will select the winner.
- Bicycle Alliance may modify the artwork to meet print requirements.
- T-shirts will be produced on marina blue Patagonia Capilene ® T-shirts.
- Winner’s name may appear in newspapers, on Bicycle Alliance website and other communications.

**Design Specifications**

- High resolution 300dpi or higher – eps, jpeg, tiff, pdf, psd, ai (illustrator) formats are all acceptable.
- Design must use the words “Share the Road.”
- Bicycle Alliance of Washington logo must appear on shirt (color or black and white). Image can be copied from the homepage of our website [www.bicyclealliance.org](http://www.bicyclealliance.org)
- Images must fit in the range of 15” wide by 18” height front and back. Shirts will be printed with standard front and back locations in the middle of the shirt.
- Choose the background color of marina blue. Here’s what it looks like:



- Use up to three colored inks from colors listed below:

SCARLET	AQUA	WHITE	CARDINAL	ARMY TAN	LEMON YELLOW	MAROON	GREY	OLD GOLD
LIGHT ROYAL	BLACK	DARK GREEN	ROYAL BLUE	PURPLE	LIGHT ORANGE	ORANGE	BURNT ORANGE	GOLD
GOLDEN YELLOW	TEXAS ORANGE	NAVY	KELLY GREEN	COLUMBIA BLUE	VEGAS GOLD	BRIGHT SCARLET	BROWN	

## Selection Criteria

Designs will be evaluated by panel of judges based on the following criteria:

- Enhances rider visibility from a distance of 10-20 feet
- Conveys the message of “Share the Road”
- Reflects positive values about the cyclist wearing it, about motorized vehicles, about other bike riders
- Is visually appealing
- Is equally appealing to men and women

## Frequently-Asked Questions

Q: Does the design have to feature a bicycle/bicyclist?

A: Not necessarily, as long as it conveys the message of “Share the Road”

Q: Can the design be abstract, or must it be realistic?

A: We leave the creativity up to you, as long as the image conveys the message of “Share the Road”

Q: Do I have to be a WA resident to submit an entry?

A: No, good designs come from anywhere.

Q: Do I have to be an adult to submit an entry?

A: No, but you must have permission from a parent if you are under 18 years old.

Q: Does my design have to use all the space- 15 inches wide by 18 inches high?

A: No, you can use your creativity to design something that is visually appealing and design different sized images for the front and back.

Q: What do you mean by “standard placements”?

A: Answer:



# Share the Road

It's a philosophy. It's a campaign. It's the law.

- A *philosophy* of cooperation between all roadway users
- A public *campaign* to increase awareness and safety
- The *law* in Washington State: RCW 46.61.755 states that “Every person riding a bicycle upon a roadway shall be granted all of the rights and shall be subject to all of the duties applicable to the driver of a vehicle...”

In 2006 the Department of Licensing created the special “Share the Road” license plate which reminds motorists and bicyclists to share the road. Proceeds from the sale of this special plate support the advocacy and education programs of the Bicycle Alliance of Washington.



In cities throughout Washington, transportation departments post roadways signs to remind motorists and bicyclists to “Share the Road.”



With a desire to further promote the Share the Road philosophy among motorists, bicyclists and all other road users, the Bicycle Alliance of Washington is launching a Share the Road T-Shirt Design Contest and campaign. Using a high quality Patagonia Capilene® shirt, the new T-Shirt will be suitable for use during bicycle rides, thereby reinforcing the Share the Road message among motorists and bicyclists.

We invite you to put your creativity to work along with your bicycle advocacy! Enter the Share the Road design contest and YOUR design may soon be making the road a better place for pedestrians, motorists and everyone who rides a bike!