



# Creative Brief for the development of a Charles Sturt University Mascot

Charles Sturt University's (CSU) current brand identifies the University within the sector, communities and with key stakeholders. As with any product there is scope for development and opportunity to strengthen the brand and create greater awareness.

CSU currently has students representing the university in a range of sporting events and also has over 100 student clubs. The students representing CSU are proud of their university and take to the sporting field in a CSU branded uniform which they wear with pride. The representative teams currently unite under the banner of "Team CSU". Each of these teams have developed their own names to unite themselves such as the CSU Bears Basketball team. This example is a historical connection back to when the Bathurst Campus, previously the Mitchell College of Advanced Education, sports teams were known as the Mitchell Bears.

Now is the time for CSU to develop a mascot, it will take on its own persona for use across a range of mediums and allow CSU and its representative sporting teams to unify under a common name and mascot.

### **Role of a Mascot**

Mascot: a person, animal, or object that represents the organisation.

They unite the community and they are the Ambassadors who communicate the Values of Charles Sturt University.

The mascot will be developed in to a costume to be worn at events, feature in various marketing materials and be used on promotional products. In conjunction with the CSU Brand, the mascot will remain in the memory long after the students have left university.

All applicants are asked to demonstrate their creativity and abilities in designing a mascot that will be memorable and treasured by members of the CSU community and be recognisable worldwide.

This document contains specific regulations for the Mascot Design production procedure such as design requirements as well as a number of cautionary items. Please read through this document carefully, and ensure your designs comply with all specified requirements.

### Entry qualifications

The competition is open to all members of the Charles Sturt University community (Student, Staff and Alumni) regardless of experience and professional awards.

### Submission Criteria

The Mascot developed must meet a minimum of 3 of the following criteria:

- Linked to [Charles Sturt](#)
- Element of the [Charles Sturt University Emblems](#)
- Links to the [History of Charles Sturt University](#)
- Found in our regional footprint
- Link to [CSU Values](#) – Insightful, Inclusive, Impactful, Inspiring
- Reflects unity and a sense of community
- Engenders pride
- Be agile, flexible and adaptable
- Evokes strength and progress

The Mascot developed must also be able to:

- be translated into a costume that a person can walk around in
- be appropriate at both athletic and non-athletic events
- be able to stand the test of time
- be compatible with the official brand of the university, supporting future marketing and communication

### Submission method

Applicants will submit their designs via email

- Email [csumascot@csu.edu.au](mailto:csumascot@csu.edu.au)

### Submission period

Please submit your entry via email during the period stated below.

- **Open 1 November 2018**
- **Closing 30 November 2018**

### What to submit

Submissions include:

- Creators Name, CSU ID Number, telephone number and email address
- "Mascot Design" the drawing showcasing the visual aspects of the mascot
- "Mascot Profile" the creative description, the character features and the links to CSU (3 criteria addressed)

### Mascot Design

Please submit designs created using drawing software or hand-drawn designs that have been scanned or photographed in high quality. Be sure to display key features and colour palate for consideration.

We may ask the applicants to provide information of creative process, sketches and drafts of related documents for the Mascot Designs during the final selection stage, so please do not discard documents or data used during the production process.

### Mascot Profile

Please submit creative idea and character features of CSU mascot in 200 words or less.

Please submit explanation of relationship between the mascot and CSU, the connection to the minimum 3 CSU Criteria is to be demonstrated in this explanation.

*\* Mascot naming selection will be completed as a separate process. Naming written on design profiles will not be judged during design selection.*

### Submission format

Please submit by sending the above items in Word, PDF or jpeg file

#### Example of Rio 2016 Games Mascots ©IOC/IPC



#### Profile Olympic Mascot

##### Creative idea

The Rio 2016 Olympic mascot is a mixture of several Brazilian animals.

##### Character features

The mascot has a special power – it is able to extend parts of its body, making it faster, taller and stronger. However, it never uses these special powers when competing against others.

The colouring is largely yellow with blue and green on its body. The mascot is a combination inspired by the wide diversity of animals found in Brazil, and brings together the abilities of many of them: the agility of felines, the swagger of apes, and the lightness of birds.

#### Profile Paralympic Mascot

##### Creative idea

The mascot of the Rio 2016 Paralympic Games brings together the coolest parts of Brazil's amazingly diverse flora.

##### Character features

Stylish, the mascot's mane is made of blue and green tropical foliage that evoke images of Rio's landscape and the creativity of nature. It can constantly transform itself, with determination and joy – epitomising the ability of plants to constantly grow and overcome all obstacles.

It has a very special power – when faced with problems, it is able to take objects from inside its mane to solve them! It loves samba and many other kinds of Brazilian music.

### Requirements that need to be fulfilled during design production

Please fulfill all below design requirements during production of mascot.

- (1) The CSU Brand must be positioned on the body of the mascot in the required specifications of the CSU Brand
  - \* *Please download the [CSU Brand Guidelines](#)*
  - \* *Please use the CSU Brand in full color if placed on white background. If the background is in color, please use white, red or black type of the CSU Brand.*
- (2) Mascots cannot speak, therefore, mascots must be able to express their emotions without talking
- (3) Do not assign the mascots any specific gender

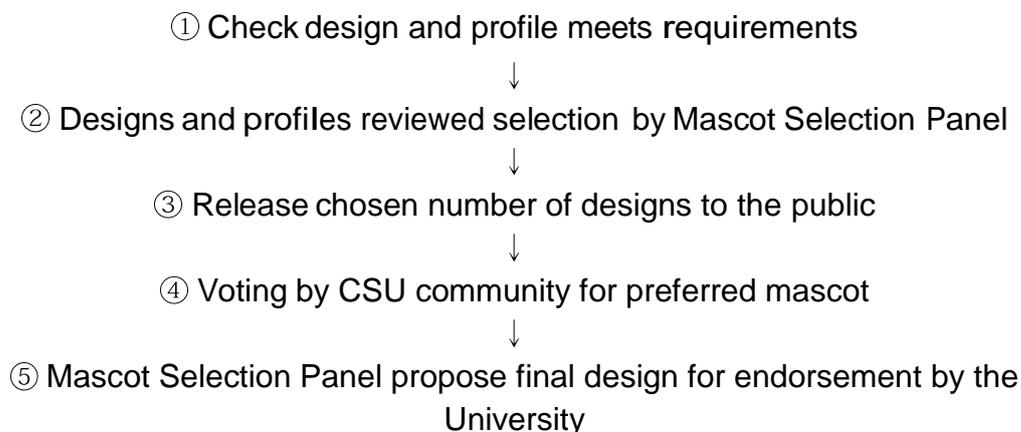
### Important points regarding the production of designs

Please note that any submitted designs that correspond to the following items will not be considered for evaluation.

- Designs that lack the CSU Brand on the mascot
- Designs that are likely to be confused with other existing, recognised mascots or characters
- Designs that have been modified from existing, recognised mascots or characters
- Designs that are likely to infringe on the intellectual rights – including copyrights, trademark rights of any third party
- Designs that replicate or appear similar to existing designs available to view online
- Designs that include messages of a political or religious nature, elements that directly or indirectly promote hatred, discrimination, violence, racism or are contrary to the values of CSU
- Designs that include any form of discrimination or prejudice including gender, culture, race, ethnicity, or physical or intellectual impairment

### Selection Process

The selection process will consist of the following stages:



**Announcement of Results**

The designers of the mascots selected to go vote will be notified via email of the successful submissions the week of 3 December 2018.

The selected mascots will be made available for public vote from 10 December 2018.

Decision on the CSU mascot to be created will be made in early 2019.

**Prizes and Awards**

Designers of final mascots selected to go to vote will be awarded a gift voucher to the value of \$100.

Designer of the mascot chosen to be the CSU Mascot will receive:

- A VIP invitation to attend the unveiling of the CSU Mascot
- Merchandise displaying the CSU Mascot
- A iPad Pro valued at \$979
- Name to be included in the official history of the CSU Mascot

By entering this competition for the development of a Charles Sturt University Mascot (**Competition**) you accept the following terms and conditions (**T&Cs**):

### Promotor

1. The promotor of the Competition is Charles Sturt University (ABN: 83 878 708 551) of Panorama Avenue, Bathurst, New South Wales 2795 (**CSU**).

### Competition Period

2. The Competition will commence on 1 November 2018 at 12.01am AEST and close on 30 November at 11.59pm AEST (**Competition Period**). Any entry submitted outside the Competition Period will be invalid.

### Eligibility

3. Entry in the Competition is open to all current staff, enrolled students, and alumni of CSU (**Entrant**).
4. If you are under 18 years, you must have the consent of your parent or guardian to enter.

### How to enter

5. To enter, you must comply with the Competition requirements as set out in the creative brief for the development of a CSU mascot (**Brief**).
6. There is no limit on the number of entries which can be submitted by an Entrant provided each entry is different.
7. You are responsible for all costs involved in entering the Competition.

### Content of Entry

8. You warrant that your entry complies with the Competition requirements set out the Brief.
9. You further warrant that you are the creator of the entry, you own the copyright and your entry does not infringe any third party intellectual property rights.
10. You must obtain the consent of any person who can be identified in your entry prior to submitting it to the Competition.
11. You must not submit any material which is unlawful, fraudulent, an infringement of any intellectual property, privacy or other rights, defamatory, obscene, derogatory, pornographic, violent, abusive, harassing, threatening, sexist, racist, discriminatory, hateful, or otherwise unsuitable for publication.

### Judging and winner

12. This is a competition based on skill and merit. Chance plays no part in determining winners.
13. Entries will be judged by CSU in accordance with the Brief.
14. CSU reserves the right to verify the identity and eligibility of an Entrant and CSU's decision about the eligibility of an Entrant and/or their compliance with these T&Cs is final.
15. CSU reserves the right not to determine any finalists at its discretion and such decision is final.
16. The winner will be determined by public vote in accordance with the Brief.
17. CSU will notify the finalists and resulting winner in accordance with the Brief.

### **Prizes**

18. The finalists and the winner will receive the prizes as set out in the Brief (**Prizes**).
19. The Prizes are not transferable or redeemable for cash.
20. If a Prize (or any part of a Prize) is unavailable, CSU, at its discretion, reserves the right to substitute a Prize (or that part of a Prize) with a prize to the equal value and/or specification.

### **Intellectual property**

21. Ownership of any materials you provide or submit in connection with the Competition (whether in written, audio, electronic or visual form, in whole or in part) (**Materials**) is automatically assigned to CSU at the time the Materials are provided or submitted including the copyright and all other intellectual property rights that to the Materials.
22. You agree to waive all intellectual property rights, copyright and moral rights in relation to the Materials.
23. CSU may deal with the Materials in accordance with its rights and obligations as the lawful owner of the Materials including, but not limited to, the production of editorial, educational, trade and advertising materials in any manner and medium to promote CSU and its students. This means that CSU may alter or edit the entry as required and without your consent to make use of your entry for its own purposes.

### **Release and Liability**

24. To the full extent permitted by law, CSU excludes all liability arising in connection with this Competition, any entry or Prize.
25. CSU is not responsible for any late, lost, incorrectly submitted, delayed, incomplete or corrupted entry whether due to error or otherwise. CSU is under no obligation to accept any entry which is not submitted in accordance with these T&Cs.
26. CSU will not return submitted entries.
27. CSU reserves the right, at its sole discretion, to cancel, terminate, modify or suspend the Competition, in which case it will post a notice on <http://social.csu.edu.au/mascot>.
28. Without prejudice to any other rights of a party, you indemnify CSU against any loss, claim or damage arising from your participation or entry in the Competition or winning a Prize.

### **Privacy**

29. CSU may collect, store and use personal information collected from you in order to conduct the Competition and related purposes.
30. You consent to the publication of your name and details if your entry is determined to be a finalist.
31. Personal information is managed by CSU in accordance with the CSU Privacy Management Plan: <https://policy.csu.edu.au/document/view-current.php?id=218>. You can contact the CSU Ombudsman about personal information held by CSU about you.
32. Supply of personal information is voluntary, but if you decline to do so then CSU may not be able to include your entry in the Competition or award a Prize.