



**PROJECT:** University of Lethbridge design competition for students in the Faculty of Fine Arts or alumni of the Faculty of Fine Arts to create a new Green Shirt Day image for Green Shirt Day 2022

**VISION:** To create/design a NEW Green Shirt Day image that allows the viewer to become TOGETHER STRONG in their understanding and support of organ and tissue donor registration and awareness.

**CONCEPT DESIGN:** Pays tribute to the Logan Boulet Effect (in words) and the Humboldt Broncos (in colour) that includes the green, yellow, and white of the Humboldt Broncos.

**CONCEPT DESIGN SUBMISSION MUST INCLUDE:**

GREEN SHIRT DAY (largest type to identify name)

TOGETHER STRONG (second largest type to identify theme)

LOGAN BOULET EFFECT (third largest type to recognize Logan Boulet)

Able to be set onto a GREEN SHIRT for Green Shirt Day campaign

GREEN invokes the colour of freshness, renewal and the affirmation of life. We all long for this hope in our lives so how fitting that green is the colour that has been adopted by the Transplant and Medical communities to symbolize the importance of organ donation. These communities are TOGETHER STRONG.

Colours of the Humboldt Bronco jersey (Green, Yellow and White)

Able to be sized for ALL social media platforms – Twitter, Instagram, Facebook, Webpage etc.

**REFERENCE:**

[www.greenshirtday.ca](http://www.greenshirtday.ca) for historical information on Logan Boulet, organ donor awareness etc.

Attached photographs of Logan Boulet in Humboldt Bronco jerseys for logo design colours

**IMPORTANT DATES:**

Concept Design submission deadline: June 27<sup>th</sup>, 2021

Submission on a PDF sent to David Peckham at [dpeckham@aquariusmarketing.com](mailto:dpeckham@aquariusmarketing.com)

Selection Panel: Bernadine and Toby Boulet, Aquarius Marketing, and the Lethbridge Herald

Final Design deadline: August 27<sup>th</sup>, 2021

Submission on a PDF, but also includes files in each of (Adobe Illustrator, PNG, and JPeg)

Signed attached wavier providing sale of design to Aquarius Marketing for \$750 honouraium, but still allows artist/designer to claim artistic/designer rights for personal portfolio.

Honourarium for FINAL DESIGN selection (one only award) will be paid on receipt of FINAL DESIGN to David Peckham at [dpeckham@aquarismarketing.com](mailto:dpeckham@aquarismarketing.com) : \$750.00

**Contact:**

David Peckham at [dpeckham@aquariusmarketing.com](mailto:dpeckham@aquariusmarketing.com)

Toby Boulet at [tobyboulet@shaw.ca](mailto:tobyboulet@shaw.ca)

## Green Shirt Day Design “Assignment of Copyrights”

This Assignment of Copyrights (the “Assignment”) is made and entered on \_\_\_\_\_, 2021 by and between \_\_\_\_\_ (“Author”) and **David Peckham** (“Assignee”) (collectively referred to as the “Parties”).

**Whereas**, Author is the sole creator and owner of the following:

small PNG of accepted Green Shirt Day design (“Works”); and

**Whereas**, Author wishes to assign his copyright in the Works and all prior variations of the Works to the Assignee.

**Now, therefore**, for valuable consideration, receipt and sufficiency of which are hereby acknowledged, the Parties agree as follows:

**1. ASSIGNMENT:** Author hereby assigns, sells and transfers to Assignee any and all of his rights, title and interest in and to the Works, including, but not limited to: (i) all rights under copyright and any registrations and copyright applications relating thereto and (ii) all income, royalties or claims relating to the Works due on or after the date of this Assignment. During the legal term of the copyright, Assignee shall have the sole and exclusive right to produce, publish, disseminate, change, modify, adapt and dispose of the Works.

**2. AUTHOR’S REPRESENTATIONS:** Author represents and warrants that he is the sole creator and owner of the Works under the Canadian Copyright Act, and has all rights, title and interest in and to the copyright in the Works and the power to enter into this Assignment. Author further represents and warrants that the rights transferred in this Assignment are free of lien, encumbrance or adverse claim.

**3. CONTINUING OBLIGATIONS:** Author agrees to reasonably assist Assignee, upon request, in the perfection of the assignment, including the execution and delivery of any additional documents that are appropriate and necessary for perfection.

**4. BINDING EFFECT:** The covenants and conditions contained in this Assignment shall apply to and bind the Parties and their heirs, legal representatives, successors and permitted assigns.

**5. WAIVER OF MORAL RIGHTS:** The Author hereby waives, as against the Assignee, its successors and assigns and licensees, all his moral rights which the Author may have or will acquire in respect of the copyright in the Works. The Author agrees to enforce moral rights as against others as directed by and at the cost of the Assignee or its successor in title of the copyright in the Works.

**7. GOVERNING LAW:** This Assignment shall be governed by and construed in accordance with the laws of the Province of British Columbia and the laws of Canada.

**8. COUNTERPART:** This Assignment may be executed in several counterparts, including facsimile counterparts or email counterparts, each of which when so executed and delivered shall constitute an original and all of which, when taken together, shall constitute one assignment.

**[Remainder of this page intentionally left blank]**

**IN WITNESS WHEREOF**, the Parties have caused this Assignment to be executed the day and year first above written.

**AUTHOR:**

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(please print)

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(Position, if applicable)

**ASSIGNEE:**

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David Peckham

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(Position, if applicable)



Photo Credit: Kelly Jacobson of the Flin Flon Reminder in Flin Flon, MB



Photo Credit: Richard Jenkins of Reflections by Richard in Humboldt, SK



Photo Credit: Richard Jenkins of Reflections by Richard in Humboldt, SK