



Convocation Pin and T-shirt Design Guidelines

Each year the University asks members of the student body to create a design(s) for a 1" or 1½" lapel pin and the front of a t-shirt that will be given to the next year's entering group of new students. The pin and t-shirt will be given during Welcome Week in August.

The pin and the t-shirt design(s) need to represent the University and convey how students view the University. The design(s) must meet the following:

- Be able to be reproduced for a 1" or 1½" lapel pin.
- Contain "University of Southern Indiana" or "USI" on it.
- Meet [University Branding guidelines](#)
- The artwork for the t-shirt does not need to be identical to the pin but relate.
- T-shirt design must be able to be printed on five different color shirts (white, navy blue, royal blue, cardinal, and red) and be no more than a 2-color imprint.
- Artwork should not include any eagles. Wings, talons, feathers, etc. are okay.
- Do not rework any of the official USI logos or include pieces and parts of USI logos to create a new design.
- **Submissions should be submitted as a .pdf document**

Disclaimers

1. The winning artwork becomes the property of the University of Southern Indiana, and it may be modified to meet University brand standards and may be recreated in the format needed for production of the t-shirts and lapel pins.
2. The winning designer agrees to forfeit all rights to the art usage and is required to sign a USI Copyright Release form.
3. The designer of the winning artwork agrees to have his/her photo taken with the winning piece to be published by University Communication.
4. The designer of the winning artwork will be recognized as part of Convocation and receive a gift card to the University Campus Store.

Please email submissions to new.student@usi.edu by Sunday, April 16, 2023.

2022 Convocation Pin and T-shirt Design Winner



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