



COMPETITION RULES

Submission Requirements

- Designs must be original and created by the entrant
- Maximum of 5 designs per entrant
- Designs must be created using official Homegrown templates provided on the competition website
- Mock-ups may be submitted in addition to final artwork
- Artwork should be designed specifically for T-shirt application
- Accepted file formats: **PDF (preferred), AI, EPS, SVG**
- Layout size: **A4 (210mm x 297mm), portrait**
- File size per submission should not exceed **30MB**
- All official Homegrown brand assets (logos, fonts, brand elements) will be provided and must be used where applicable

Design Guidelines

- No Offensive, hateful, or discriminatory content
- No Explicit or obscene imagery or language
- No Copyrighted material or third-party intellectual property
- Only original works to be submitted, i.e., you must be the sole creator of all images and illustrations.
- Submitted designs may not have been and may not be submitted to other competitions.
- Designs should not have been manufactured or sold elsewhere prior to submission.

Use of AI & Copyright

The use of AI-assisted tools is permitted; however, entries must demonstrate clear creative direction, originality, and meaningful human input.

Generic, unedited, or low-effort AI-generated designs will be disqualified. Entrants using AI tools must ensure that:

- The final design is substantially transformed, curated, and refined by the entrant.
- The design does not infringe on any third-party copyrights, trademarks, or intellectual property.
- All elements used (AI-generated or otherwise) are legally eligible for commercial use.

Homegrown reserves the right to request process documentation (such as sketches, prompt summaries, or design development steps) to verify originality and effort.



follow us on



design.homegrownapparel.co.za