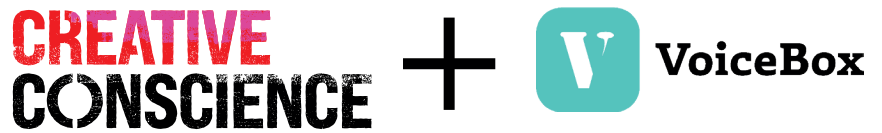
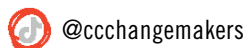
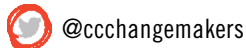


#WHYVOTE – USA YOUTH ENGAGEMENT CONTENT COMPETITION



Creative Conscience socials



Sign up for our **News** blogs on the Creative Conscience [website](#).

VoiceBox socials



Also visit the VoiceBox website [here](#).

Creative Conscience is a global platform and charity that engages, rewards, supports and trains young creative thinkers to apply their talents to social and environmental issues to create a fairer, healthier, more sustainable world. This is achieved through global design competitions, educational workshops, training programmes and events.

VoiceBox is an international content platform and social enterprise for young creators. It publishes a wide variety of content, ranging from entertainment to world events to challenging subjects. All creators are paid for their work, which is often presented to influential stakeholders who have the power to make change happen.

The challenge + the opportunity

In the run up to the US presidential election, we want to encourage young people to use their voice through voting and engaging with democracy.

Many young people feel that politics isn't something they can engage in, often because they don't feel represented or they feel disconnected from the way politics works. Encouraging young people to engage requires particularly **eye-catching**, **informative** and **accessible content** to overcome these barriers.

That is why we are launching a **social media content competition** to create an exciting and accessible youth-led campaign. We're asking young people to create communications to encourage their peers to **engage, register and vote**.

We are looking for a suite of material, for social media posts to answer the question "**Why vote?**" - encouraging voter registration and participation from young people, many of whom will be eligible to vote for the first time.

A selection of submissions will be awarded **\$20** and **showcased** on VoiceBox + Creative Conscience platforms and across our associates communities in the months leading up to the US election. Winning submissions will receive cash prizes and a feature across multiple social media socials and blog posts.

Cash Prizes:

1st Place - **\$100**

2nd Place - **\$50**

3rd Place - **\$25**

Key dates

1ST AUGUST 2024

Competition opens

19TH SEPTEMBER 2024

Submissions close

19 SEPTEMBER 2024

Judging begins

29 SEPTEMBER 2024

Winners are announced



Why?

In the US, young people are less likely to vote than older generations. Voters aged **18-34** will make up over **40 million potential voters** in 2024, nearly **one-fifth** of the American electorate. More than ever, we need young people's fresh perspectives, and ideas to encourage the thier generation to make their voices heard and values considered this election. It is critical in shaping the nation's future.

You deserve to feel empowered to speak up on issues that affect your life, which is why this competition aims to **amplify young people's voices** and help them gain the confidence to get involved in politics. We invite you to **use your creativity** to support other young people in their US Election journey.

[\(Source\)](#)

The brief

For this competition we're looking for talented content creators who want to have their voices heard, around the importance of voting and democracy - with cash prizes / media exposure for doing so.

Open to anyone from anywhere - aged 17+ and in full time education, or graduated in the past 3 years

Please create at least one of the following formats...

- 01.** Three graphics to be used together on social media (such as in an Instagram carousel)
- 02.** Short video (can be animation, film, motion graphics), NOT party political MUST be about democracy - no more than 90 secs - for use on IG/TikTok or other channels - loaded onto Vimeo or Youtube to view.
- 03.** Vlog (video diary, thought piece, interview), NOT party political MUST be about democracy - no more than 90 secs - for use on IG/TikTok or other channels - loaded onto Vimeo or Youtube to view.

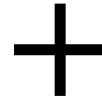
If you don't fit into one of these categories and would like to enter the competition, please get in touch with us, and contact hello@creative-conscience.org.uk if you have any design or tech related questions.

Make a page or multi page pdf of your final designs, and / or send us up to 3 jpegs of your work, fill in a simple on-line form with links to any video content. Then enter for FREE download the brief and enter [HERE](#).

KEY OBJECTIVES

- 01.** Raise awareness among young people about the upcoming election
- 02.** Increase youth voter registration
- 03.** Support young people to understand how elections work
- 04.** Encourage purpose-led design
- 05.** Create a series of creative materials or VoiceBox, Creative Conscience + associated partners that can used for USA presidential election

**CREATIVE
CONSCIENCE**



VoiceBox

Rules + guidelines

- **All resources need to include the QR code** to allow young people to register to vote.

Social media post dimensions

- Instagram story and reel: 1080 x 1920 px (upload as a jpeg)
- Instagram post: 1080 x 1080 px (upload as a jpeg)
- X (formerly Twitter): 1600 x 900 px (upload as a jpeg)
- Optional: Video dimensions: 16:9
- Max video length: 90 seconds.
- Total maximum of files sizes submitted to be no more than 10 MB with a link to the video (where relevant).
- Only use royalty free photography or images you have taken or have permission to use
- The materials could be different from each other, but there should be an overarching campaign style that ties them together visually.
- **Materials should be non-partisan, meaning there should be no mention of specific political parties/political issues or bias.**
- **Do not include any dates or information that will date the materials, such as registration or election day dates, current political leaders or current news stories.**
- **Any facts or statistics used must quote the source in a footnote**
- **Please use this QR code in all designs.**
- **DOWNLOAD THE WHY VOTE BRIEF + QR CODE then ENTER [HERE](#) before or by 19.09.2024**
- By entering this competition you will be giving consent for Creative Conscience and VoiceBox to store and use the information given on the entry form for the purposes of taking part in the #WhyVote? Competition. Your information will not be shared with a third party.

Branding / Design Styles

Designs should be in line with the guidelines attached. We have included some guidance in the moodboards attached.

Visual Styling - Colours, Moodboard + Infographics

TYPOGRAPHY

Please use a type face from the list below or a similar sans serif condensed font in GAPS, for your designs. Reverse out if you wish.

TRADE GOTHIC BOLD
HELVETICA NEUE BOLD
ARIAL NARROW BOLD



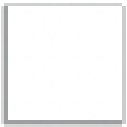
PHOTOGRAPHIC IMAGES + ILLUSTRATIONS

Please use BLACK + WHITE or ADOBE
PHOTOGRAPHIC IMAGES ONLY. Realistic, inclusive,
diverse, engaging, empowering, fun and/or
simple cartoon illustrations. Make sure your designs
have a Call to Action + include the QR Code.

Visual Styling - Typography, Photography + Illustration

COLOURS

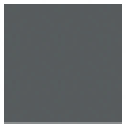
Please **ONLY** use a selection of colours from this palette



RGB: 255,255,255



RGB: 0,0,0



RGB: 128,128,128
HEX: 808080

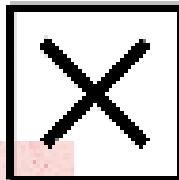


MAGENTA
RGB: 255,0,255
HEX: FF00FF



TEAL
RGB: 0,128,128
HEX: 008080

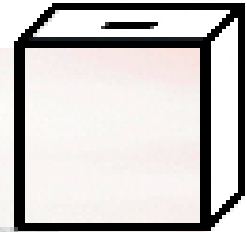
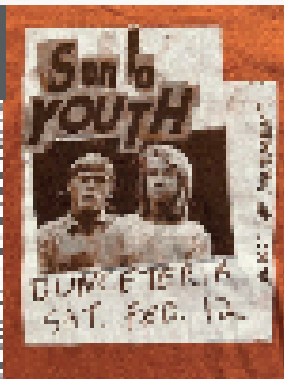
SIMPLE INFOGRAPHICS
with features + or bright bold
colours from this palette with
grey, black and white



FUN + EYE

CATCHING!!!

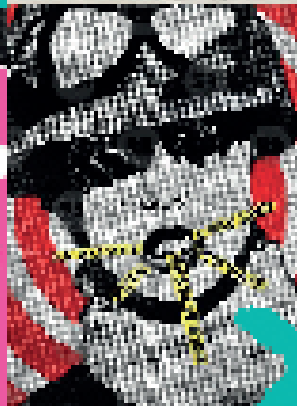
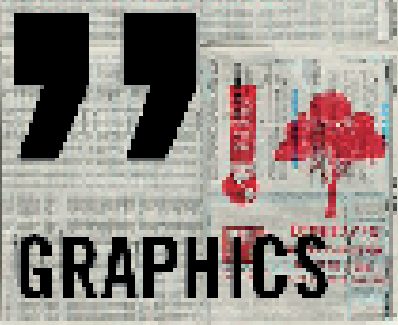
YOUR PEOPLE

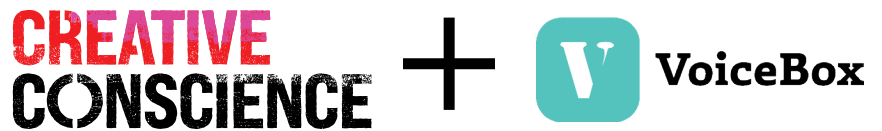


examples shown



THIS NEWS-
PAPER IS NOW
A POSTER.





How will your project be rated

High-profile judges with expertise in politics, design and education will select the winning materials. Designs will be rated on the strength of:

- Creative concept & originality
- Visual impact of design
- Clarity of communications
- Accessibility
- Accuracy

Prizes

Schools and College students

First Prize - **\$100**

Second Prize - **\$50**

Third Prize - **\$25**

In addition to cash prizes, the winning entries and worthy mentions will feature on both Creative Conscience and VoiceBox's social platforms and in their newsletters.

Judges:

Alistair Campbell (TBC)

Communicator, Writer and Strategist

Baroness Nicky Morgan OBE (TBC)

Former Secretary of State for Education

(+ other judges)

Natalie Foos

Director VoiceBox

Chrissy Levett

Creative Director Creative Conscience

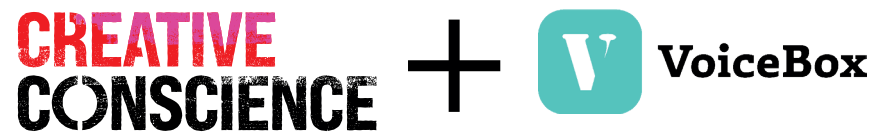
Legal + ethical considerations

- All music, images or footage used in your submission must be royalty free, and if it is royalty free material, please reference its source in your entry.
- Please do not film footage of any persons or private spaces without the person and/or owner's written permission.
- Please obtain consent and discuss considerations if you intend to shoot footage that includes people.

Conclusion

TOP TIPS: Enjoy creating something with meaning and positive purpose. Make it age and audience appropriate, keep your messaging clear, don't be afraid to be bold and simple. Get passionate about the project - passion is proven to be linked with successful outcomes. Collaborate and test your ideas out, be curious and ask questions.

We look forward to receiving your submission. If you have any questions, please contact Creative Conscience on hello@creative-conscience.org.uk



Please use this QR code

