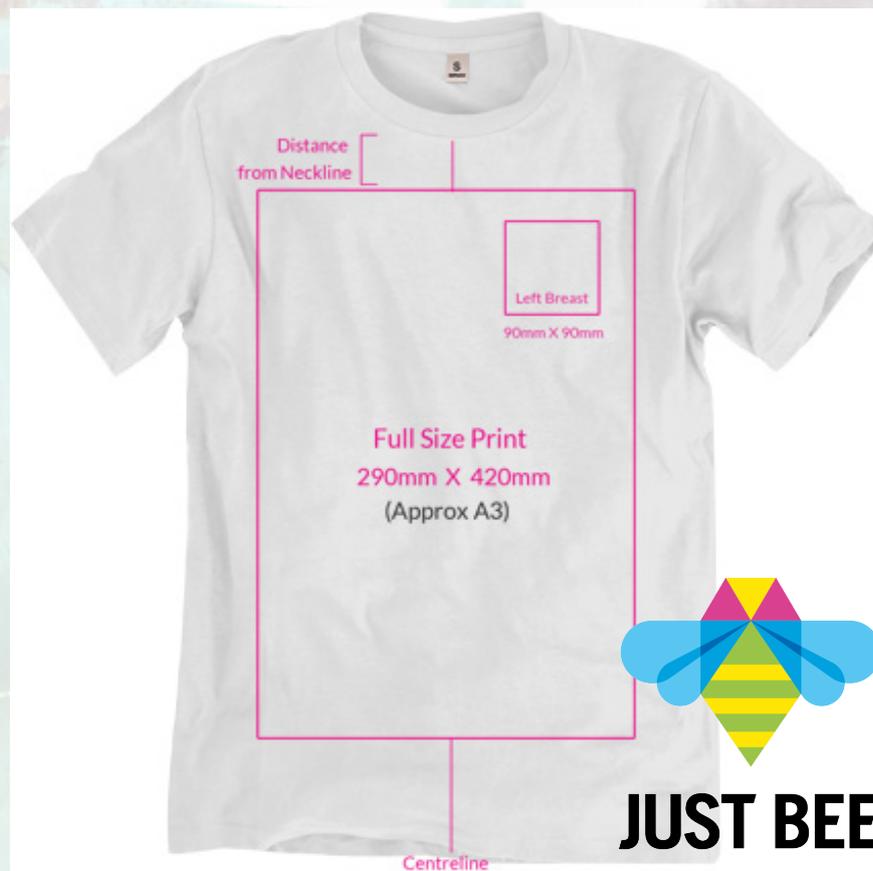


POP MY MIND
are collaborating with
JUST BEE
to help
SAVE THE BEES

Deadline: 28th August 2017 Midnight



Did you know that 1/3 of all our fruit & veg produce is dependent on the pollination of bees?

That includes, tangerines, strawberries, cucumbers and even the good old potato (mm chips)!

Joking a side, Bees are a vital part of our eco system and I'm sorry to say they are really struggling. That's why we've decided to get behind Just Bee's campaign to SAVE THE BEES!

We are calling on YOU, our talented and caring Pop My Mind community to create artwork that can be printed on to t-shirts and used to raise awareness of this very worthy cause.

THE DETAILS



Unique . Contemporary

We want to see BEES like we've never seen them before

- Designs must incorporate two things...

- a) The words 'Save the Bees'
- b) The Just Bee bee logo which you can see at the top of this document (please get in touch to be sent the original file)

If you decide to not incorporate these two things please know that the PMM team may edit your design slightly to include these things so that they are inline with the needs of the campaign.

- Please submit high res images of at least 300 dpi

- We would like to see a subtle nod to the Just Bee brand colours where possible

- A more abstract approach which combines a variation of textures and marks is preferable for this project

We want to avoid depicting bees which are too realistic or in anyway resemble the Manchester Bee emblem (a quick google will show you what we mean)

- Our preference is that the artworks are not overly feminine or masculine in design, so they appeal to as many people as possible

- 4 designs will be selected to be transformed into t-shirts

- These t-shirts will be used in a crowdfunding campaign which will be promoted by various celebrities & influencers (providing of course we can get their attention!)

- Artists will receive a 10% Royalty for each t-shirt sold and be fully credited for supporting such a good cause!