



## 2009 COMMERCIAL FLEET GRAPHICS AWARDS

The National Truck Council and *Commercial Carrier Journal* are pleased to sponsor the Commercial Fleet Graphics Awards competition to recognize excellence in vehicle graphic design and execution.

### The basics

The competition is opening to all fleets. Automobile fleets and one-of-a-kind designs, such as show trucks and special exhibits, are excluded. The graphics don't have to be new in 2007, but they must have been in use in fleet operations during 2008.

Awards will be presented for:

- The 3 best overall entries, regardless of vehicle type
- The Top 5 combination (i.e., tractor-trailers) entries
- The Top 5 single-unit (i.e., straight trucks, vans, pickups, etc.) entries

Fleets using the same graphic design for combination and single-unit vehicles may enter both, but they must submit separate entry forms for each. Further requirements and guidelines are included in the "Official rules and guidelines" on the following page.

### How to enter

Complete the official entry form and submit it with color prints or high-resolution digital images according to the instructions below. Digital entries may be submitted by e-mail, although CD submissions are preferred. E-mail entries must be confirmed by fax or mailed submission of entry form. Send entries to:

**2008 Graphics Contest  
Commercial Carrier Journal**

**Attn: Dean Smallwood  
3200 Rice Mine Road  
Tuscaloosa, AL 35406**

**[dsmallwood@rrpub.com](mailto:dsmallwood@rrpub.com); Fax: (205) 750-8070**

**Specifications:** Either color prints (5 x 7 permitted; 8 x 10 preferred) or **high-resolution** (300 dpi or better) digital images in JPEG or TIF format. Images must reflect vehicles and background as photographed. Any manipulation is strictly limited to minor correction of color, light balance, etc. Judges will disqualify entries they deem to be substantially digitally enhanced.

Entries must be postmarked or e-mailed by Friday, January 30, 2009



## 2009 COMMERCIAL FLEET GRAPHICS AWARDS

### Official rules and guidelines

1. The competition is open to fleets except:
  - Automobiles and SUVs
  - One-of-a-kind designs, such as show trucks, special exhibits and other vehicles not used in the normal course of the company's business.
  - Vehicles operated by companies supplying vehicle markings design or materials.
2. Graphics must have been used in fleet operations during 2008
3. Previously submitted designs may be resubmitted provided that (1) they were still being used on vehicles during 2007 and (2) have not been recognized previously as an overall or category winner.
4. Vehicles must be shown as they were photographed. Entries that have, in the opinion of judges, been manipulated to improve appearance (other than minor color or light balance correction) or to introduce more attractive or interesting backgrounds, for example, are subject to disqualification.
5. Entries must be submitted as either print-quality color prints (5x7 permitted; 8x10 preferred) or high-resolution (300 dpi or better) digital images in JPEG or TIF format.
6. All other things being equal, judges will give preference to entries that display a continuity of graphic design from the power unit through the rear of the vehicle. Therefore, it is important that entries include photographs of the front, side and rear of the vehicles.
7. Although the competition no longer recognizes excellence specifically in nighttime graphics, make sure that photographs of designs featuring reflective graphics are taken in darkness and with adequate, but not overly intense, illumination.
8. Judges' selection of winners and their judgments regarding whether entries meet the qualifications stated above are final.

**For more information, please contact:**

**Dean Smallwood**  
Managing Editor, *CCJ*  
(205) 248-1039  
[dsmallwood@rrpub.com](mailto:dsmallwood@rrpub.com)

**Loree Gunn**  
Member Outreach, NPTC  
(703) 838-8824  
[lgunn@nptc.org](mailto:lgunn@nptc.org)



2009 COMMERCIAL FLEET GRAPHICS AWARDS ENTRY FORM

**The following relates to the COMPANY OWNING OR LEASING THE FLEET:**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Number of Vehicles in Fleet: \_\_\_\_\_ Number of Vehicles with Graphic Design: \_\_\_\_\_

Category of this Entry (check one only):  Combination       Single-unit

**The following relates to the DESIGNER(S):**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**The following relates to the SCREEN PRINTER/GRAPHICS SUPPLIER:**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**CERTIFICATION:** I certify that I am either (1) an employee or manager of the fleet operating the graphics or (2) submitting this entry on the fleet's behalf with its knowledge and approval. I further certify that all information submitted is accurate to the best of my knowledge and that I have read and adhered to the "Official rules and guidelines."

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

Entries must be postmarked or e-mailed by Friday, January 30, 2009