

UniFest 2026 Poster Design Competition Brief

UniSport Nationals Perth 2026

1. The Opportunity

Design a bold, high-energy, music festival-style poster to promote UniFest, the major social event of the week at the 2026 UniSport Nationals Perth.

We're looking for a design that captures the excitement, student culture and atmosphere of Nationals — think music festival meets university sport. Your poster should build hype, drive attendance, and showcase why UniFest is one of the must-attend experiences of Nationals week.

Here's what the 2025 UniFest looked like:

- Atmosphere: <https://www.instagram.com/unisportau/reel/DPSGvXZk9dU/>
- Mascot Race: <https://www.instagram.com/reel/DPSRWnTE4fR/>
- Student Perspective: <https://www.instagram.com/reel/DPim8r6kcgg/>

2. About UniFest

Event	UniFest
Date	Wednesday 30 September 2026
Location	Wellington Square, Perth WA
Entry	FREE for all registered UniSport Nationals attendees

UniFest is the signature social event of Nationals week that brings student-athletes together for a night of entertainment, competition, food and unforgettable moments off the field and court.

3. Mandatory Event Inclusions

Your design must include the following elements:

3.1 Hero Feature

Mascot Race: This should be the key attraction and primary focus of the poster

3.2 Event Features:

- Red Bull DJ
- Guest Athlete Speaker
- Guinness World Record Attempt
- Prizes, Games and Activities
- Food Trucks
- Exciting Red Bull activations

3.3 Required Event Information

- **Title:** UniFest 2026
- **Date:** Wednesday 30 September 2026 (6-9pm)
- **Venue:** Wellington Square, Perth
- **Entry:** FREE for all registered UniSport Nationals attendees

4. Creative Direction

4.1 Design Inspiration

Designs are encouraged to reflect the culture, energy and landscape of Perth, incorporating local inspiration where appropriate.

This could include subtle nods to:

- Perth's skyline, sunsets or riverside setting
- Outdoor festival culture

- Sunshine, open spaces and spring atmosphere
- The unique identity and feel of Western Australia

We encourage inspiration from:

- Music festival line-up posters
- Youth festival and live event branding
- Bold sporting event posters
- Street poster / gig poster aesthetics
- Bright, energetic social-first design styles

Think:

Festival energy + student sport culture + “Nationals in Perth”

We’re looking for something that feels distinctly **“Nationals in Perth”** while maintaining a strong festival aesthetic and clear appeal to student audiences.

4.2 What to avoid:

- Overly corporate designs
- Text-heavy layouts
- Generic university marketing aesthetics

5. Design Requirements

5.1 Branding Requirements

Please incorporate the UniSport brand colours:

UniSport Orange	HEX #d8531d
UniSport Blue	HEX #0096d6
UniSport Dark Blue	HEX #004987

5.2 Logo Requirements

Please leave clear space for:

- UniSport Nationals logo
- Red Bull logo
- Tourism Western Australia logo

Note: logos will be supplied and added following selection

5.3 Design Specifications

Format: Social media-first poster format

Recommended size: 1080 x 1350px (portrait)

Please submit:

- High-resolution PNG or PDF
- Editable source file (Canva, Adobe Illustrator, Photoshop, etc.)

6. Judging Criteria

Entries will be assessed on the following:

Criteria	Weight
Creativity and originality	30%
Festival/ event appeal	25%
Clear communication of event information	20%
Effective use of UniSport branding	15%
Social media suitability and visual impact	10%

7. What You Win

1. Winning university featured across UniSport Australia channels
2. Poster used officially at UniSport Nationals Perth 2026
3. Credit to the designer and the university (and a new addition to your design portfolio)
4. Red Bull merch / prize pack
5. Bragging rights for creating the official UniFest poster

8. Key Dates & Submissions

Competition Closes	Wednesday 1 July 2026, 11:59pm AEST
Winner Announced	Monday 6 July 2026

Please submit your design to marketing@unisport.com.au with your name, university, and poster file(s) with the file naming convention: *Name_UniversityName_UniFestPoster_2026*

By submitting an entry, participants acknowledge that UniSport Australia may use the winning design for promotional purposes related to UniSport Nationals Perth 2026, with appropriate credit provided to the designer and university.

