

RÄNDÖM® SAUNA FRESH • CAN YOU DESIGN?

DESIGNER TECHNICAL GUIDELINES & COMPETITION RULES

Age limit	At least 18 years old
What to design	Sauna Fresh can design + Sauna Fresh logo
Submit to	design@randomoriginals.com
Email subject	SAUNA FRESH – CAN YOU DESIGN + your name
Questions	design@randomoriginals.com

What to submit

- **Logo (vector and/or transparent PNG).**
- **Cangraphics (Can mockup and flattened artwork)**
- **Shortdescription: concept + about you (max. 150 words).**
- Optional color palette or concept board.
- **Avoid adding any extra text to the design.**

File formats

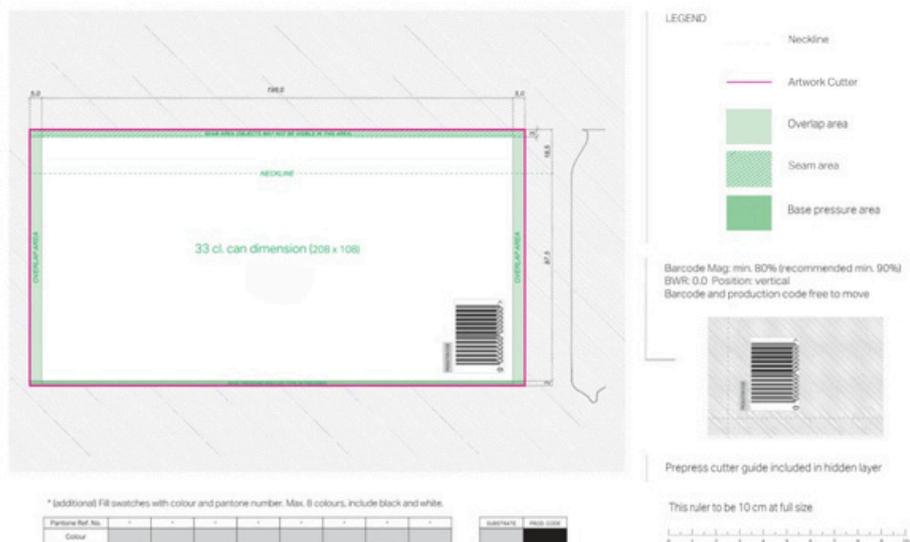
Create the final files in a vector graphics program (e.g., Illustrator CS6, CorelDraw, Canva, FreeHand).
Accepted formats: **AI, PDF or EPS**. Convert text to **outlines/paths** or include fonts.

330 ml can label – key constraints

Size: 208 × 108 mm (33 cl). **Overlap:** 5 mm on both edges (do not place critical content near the edges).

Seam area (top edge): 3 mm where objects may not be visible. **Neckline:** 18.5 mm from the top edge (keep important content below this line). **Base pressure area:** 2 mm at the bottom (no type).

Technical guide: 330 ml beverage can (cutter guide)



RÄNDÖM® Sauna Fresh – CAN YOU DESIGN? – Competition Rules

1. Organizer

The competition is organized by Smile Company Oy (the “Organizer”).

2. Purpose of the Competition

The purpose of the competition is to design a new visual identity and logo for the Sauna Fresh drink, to be used on beverage packaging and in other marketing.

3. Eligibility

The competition is open to all natural persons who are at least 18 years old. Employees of the Organizer and their family members are not eligible to participate.

4. How to Enter

You enter by submitting your entry in the manner specified by the Organizer during the competition period. The entry must include: (1) the drink’s visual look & feel, (2) a logo for Sauna Fresh, and (3) a short description of the concept and yourself (max. 150 words). Materials must be created in a vector graphics program (e.g., Adobe Illustrator CS6, CorelDraw, Canva or FreeHand) and delivered in AI, PDF or EPS format. Participation is free of charge.

5. Competition Period

The competition begins on 16 January 2026 and ends on 8 February 2026 at 23:59. Late submissions will not be considered.

6. Requirements for Entries

The entry must be created by the participant, be original, not infringe any third party copyrights, trademarks or other rights, and be suitable for commercial use on beverage packaging and in marketing.

7. Rights to the Entries

By entering, the participant grants the Organizer a perpetual, worldwide, royalty-free and non-exclusive right to use, publish, edit, combine and display the entry and parts of it in the Organizer’s marketing, communications and other activities. The Organizer may also use the entry without naming the author. For the winner, rights will be transferred in full to the Organizer in accordance with Section 11.

8. Selection of the Winner

The winner will be chosen by a public vote held on the Organizer’s website from 10–24 February 2026. The Organizer has the right to disqualify fraudulent or technically manipulated voting and to disqualify any entry that violates these rules.

9. Prize

The winner receives: (1) their winning design used on the Sauna Fresh can, (2) a cash prize of EUR 3,109, and (3) Sauna Fresh drinks for life. “Drinks for life” are defined as 365 cans per year for 50 years, with a recommended retail price of EUR 2.49 per can. The calculated value is EUR 45,442.50 (365 × 50 × 2.49). The calculated total prize value is EUR 45,442.50 (depending on how long the winner lives). The prize cannot be exchanged for cash and cannot be transferred to a third party.

10. Taxation

The winner is responsible for any taxes related to the prize. The Organizer is not responsible for payment of taxes.

11. Winner's Obligations

Before the prize is awarded, the winner must sign a separate agreement with the Organizer. If the winner refuses to sign, the Organizer has the right to select a new winner.

12. Limitation of Liability

The Organizer is not liable for any inability to participate due to technical problems, or for any indirect damages arising from participation in the competition.

13. Processing of Personal Data

Participants' personal data will be processed for running the competition and for marketing in accordance with the Organizer's privacy notice.

14. Changes to the Rules

The Organizer reserves the right to amend these rules for a justified reason. Any changes will be announced on the Organizer's social media channels.

15. Governing Law and Disputes

Finnish law applies to the competition. Any disputes will primarily be resolved through negotiation, and ultimately in the Helsinki District Court.

Further information & enquiries: design@randomoriginals.com

Good luck!