

# Calling talented designers: Your opportunity to win in the PNA Creative Collab - Heritage Design Competition

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What better time to introduce the PNA Creative Collab than Heritage Day... We are a country of phenomenal creativity and diverse cultures, and PNA wants you to combine your love of stationery and design with your magical heritage, and WIN!



One design talent will receive the ultimate career kick-start, with their limited-edition design featured in our bespoke stationery range dropping in 2022 – and R50,000 to top it all.

# Local is lekker - Yoh! Kwaai! Eish! Kiff!

We want you to design a range of three stationery items that can be sold in PNA stores.

Think Haiyobo! Lekker! Ek Sê! Let the words that make us uniquely South African inspire you to create our Local is Lekker Heritage stationery range. Your design must translate across:

- An A5 Notebook
- A To Do List
- A Weekly Planner

## Here's what you can win

- R50,000 to kick-start your design career.
- Your exclusive PNA Heritage Collab range stocked in over 50 PNA stores, dropping Quarter 2 in 2022
- Full in-store, digital and PR exposure.

## Here's how you enter

- Submit your Local is Lekker design; and your inspiration mood board in PDF format on or before 15 October 2021. Include a brief motivation on why we should choose you.
- Make sure your name, contact details and school or college and year of study are included on each page.

***Design your heart out! Let us see who you are, and your Heritage Day could just be the best one you've ever had.***

Make sure you're in with a chance by adhering to our terms and conditions (Ts &Cs). [CLICK HERE](#)

## To participate, entrants must:

- Log onto [www.pna.co.za](http://www.pna.co.za)
- Read and review the entry requirements ("Design Brief")
- Have basic knowledge and proficiency in Adobe Photoshop / Illustrator.
- Complete and submit to PNA an entry application that is compliant with the Design Brief and T's & C's.
- Submit the inspiration behind their design in 50 words or less

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