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## **INTERNATIONAL CLINICAL TRIALS DAY LOGO DESIGN CONTEST FOR PATIENTS**

### **Objective**

To create a logo that the Indian Society for Clinical Research (ISCR) can use for International Clinical Trials Day

### **Theme**

The logo should be designed around the theme **Patients First**

### **Why The Theme**

The theme of Patients First has been developed to highlight the role that patients play in clinical research. It is dedicated to all these patients who have participated in clinical research, who have benefitted from new treatments and those who are still seeking a cure.

Many thousands of patients in India and across the world have, through their participation in clinical research, made the discovery of new and better medicines and devices possible. If there are improved survival rates for cancer today, lower HIV-related deaths, better managements of diseases such as diabetes and dementia, better quality of life for the aged, it is because of the patients who have participated in clinical research. They are the unsung heroes who have helped us in our efforts to find to ground-breaking scientific solutions in healthcare.

### **What The Logo Should Express**

The logo should capture the centrality of the Patient as the focus of International Clinical Trials Day. It should be creative, graphically relevant to the theme, with a catchy tagline and should be adaptable for use in colour or black and white

## Official Rules

- The contest is open to patients in India
- Each contestant can submit up to three entries
- Contestants may participate as individuals or as a group
- All entries should be submitted in JPG, PDF, or PSD formats
- All entries must be the original work of the contestant/contestants
- All entries will become the property of ISCR.
- By submitting an entry, the entrant agrees that any and all intellectual property rights of the logo design and tagline are deemed assigned to ISCR
- ISCR will have the right to use the logo in whatever fashion in all its communication and collateral material
- The winner will also consent to his/her name being used in any publicity material as the winner of the contest
- The winning logo will be chosen by a panel of judges appointed by ISCR. Their decision will be final

## Submission of Entries

Completed entries with the logo design should be submitted in the **form on Page 3**, by email to [info@iscr.org](mailto:info@iscr.org) or by mail to The Secretariat, ISCR, The Capital, 1802, 18th Floor, Plot No. C- 70, 'G' Block, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051

## Last Date

The last date for submission of entries is **6.00 pm, Monday, April 25, 2016**

## About International Clinical Trials Day

International Clinical Trials Day is celebrated on May 20 each year. On this day in 1747, Dr James Lind, a Scottish physician, conducted the world's first controlled clinical trial aboard a ship on sailors suffering from scurvy. The patients were given the same general diet, but supplemented with additional items such as cider, elixir vitriol, vinegar, seawater, nutmeg and (crucially) oranges and lemons. In just six days, those sailors taking citrus fruits became fit for duty. In this manner, Dr Lind discovered the fact that citrus fruits (Vitamin C) in the diet could prevent scurvy. He is now regarded as the father of clinical trials.

## About ISCR

The Indian Society for Clinical Research (ISCR) is an association of clinical research professionals that aims to build awareness of clinical research as a specialty in India and to facilitate its growth in the country while helping to evolve the highest standards of quality and ethics. To that extent, we are fully supportive of the initiatives undertaken by regulatory authorities to create a more robust and regulated environment in India for the conduct of clinical research and will continue to work very closely with different stakeholders in the development of regulations that will safeguard and protect patients in a clinical trial. For more information, visit [www.iscr.org](http://www.iscr.org)



## Entry Form For ISCR International Clinical Trials Day Logo Design Contest

<b>Name of Participant</b>	
<b>Mailing Address</b>	
<b>Telephone/Mobile Number</b>	
<b>Email</b>	
<b>Describe the design of you logo and what it signifies</b>	
<p>By participating in the ISCR Logo Design Contest, I confirm that this is my original work and that I have read and agree to be bound by the contest's official rules. I further understand that if my logo design is selected as the winner, I will relinquish to ISCR all claims and rights related to the display, reproduction, publication, distribution, use and other expression of the logo.</p>	
<b>Name of Contestant</b>	
<b>Signature</b>	
<b>Date</b>	