'Design a logo for Aaranyak' Competition 2016

Aaranyak is a pioneering non-profit organisation for biodiversity conservation, based in Northeast India, while working nationally and internationally since 1989 towards nourishing our natural heritage to secure the flora and fauna in the region.

Aaranyak invites individuals from Indian residents to participate in the **'Design a logo for Aaranyak' competition 2016.** One winning entry will be selected by a panel of distinguished jury.

<div align="center">

THE GRAND PRIZE:

1. Cash Prize of 15,000 INR
2. Certificate of Accomplishment
3. A set of Aaranyak Publications

</div>

Purpose & Theme

The purpose of the contest is to design a logo for Aaranyak, which will be used online, in print, and on merchandise. The logo should visually capture in a simple, appealing and exciting way the message behind Aaranyak's core mission to '**foster conservation of biodiversity in North East India through research, environmental education, capacity building and advocacy for legal and policy reform to usher a new era of ecological security**.'

Guidelines for submission:

- Participants must be aged 18 years and above, and residents of India.
- Each participant can submit a maximum of 3 logo designs
- The logo concept should work well on white and coloured backgrounds and be easily adaptable for use on the website and in social media platforms. For that reason, we suggest the logo should work in a squared box (e.g., the Facebook or Twitter picture box), in both a portrait and landscape format.

Technical and artistic requirements for entries:

☐ Contestants must submit their logo proposal(s) in full colour.
In addition, contestants must provide a greyscale version of each logo.

☐ Logos must be created as vectors to ensure scalability without loss of quality.

☐ Each logo must be provided in EPS format (vector) using the CMYK colour model.

☐ In addition to the compulsory EPS file mentioned above, contestants should provide each logo in the following file formats, resolutions, and sizes:
- JPEG, PNG and GIF
- In high resolution (at least 300 dpi) for print, with minimum of 1920 pixels on one of the sides

☐ Contestants must indicate any typeface/fonts used in their design, ensure that these are legally permitted to be used by Aaranyak, and define any licensing rules that may apply or restrict their use.

☐ Contestants should not imprint or watermark any of the details in the submitted designs.

☐ The logo design must be the original work of the contestant. Contestants have to undertake that they have the right to submit the logo to the competition and that the logo does not infringe the rights of any third party. **Any contestant found violating copyright will be disqualified from the competition.**

☐ Aaranyak does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the contestants.

☐ Any falsifications made in the entry will render such entry null and void, even after the submitted design is selected as the winning design.

☐ The artwork must not contain any objectionable or inappropriate content.

Entrees must be accompanied with:

☐ A written description (of no more than 200 words) of their design(s), the graphic identity along with other relevant information such as the programme used to it, the colours used (CMYK colour codes, and their equivalents in RGB and HTML), typefaces/fonts used , and any other important facts.

- ☐ Contact Info: Name, Postal Address, Email, Telephone number of contestant
- ☐ Bio-data/Personal Information: Maximum of 100 words

Important Note:

- ☐ Out of all entries, 10 logo designs will be shortlisted for the second round. The jury will have the right to select, reject or request modifications for the selected logo.
- ☐ The shortlisted designs may be subject to instructions for alterations and corrections and deemed the final design after such actions are complete. However, if the contestant is unable to fulfill such conditions, the jury has the right to reject the design.
- ☐ To be awarded the prize the contestant will be required to surrender all and full copyright of the design submitted to Aaranyak.

Deadline for submission: 25 May 2016

Contact:

All designs must be mailed to pr@aaranyak.org, with the subject line "Entry for design a logo for Aaranyak Competition 2016".
Files should be named as follows - "AaranyakLOGO2016- SURNAME-NAME" . If multiple logos are created by a single contestant, each logo needs to be numbered. They can be sent in a single mail, but have to be clearly labelled.
Please ensure that your email address is valid and operational as this is the principal means by which Aaranyak will communicate with you.

Contestants can also courier the designs and all other details, in DVD format to:
c/o Udayan Borthakur, Publicity Secretary,
12, Kanaklata Path, Byelane 3, Ajanta Path
Beltola Survey, Guwahati, India - 781028

For any queries, please do not hesitate to contact us at pr@aaranyak.org
Contact person: Drishana Kalita, PRCO, Aaranyak
E-mail: drishana@aaranyak.org, Phone: 9706002906
Visit WWW.AARANYAK.ORG to know more about us.