



## Design a Logo and Tagline for National Capital Region Transport Corporation (NCRTC)

### Terms and Conditions

- The Competition is open to all citizens of India only.
- All entries must be submitted to the creative corner section of [www.mygov.in](http://www.mygov.in).
- Entries submitted through any other medium/ mode would not be considered for evaluation.
- The winning design of the logo and/or the tagline would be the intellectual property of the NCRTC and the winner cannot exercise any right over it, after acceptance of the prize. The prize winning logo is meant to be used by NCRTC for promotional and display purposes and also for any other use as may be deemed appropriate by NCRTC.
- The logo and the tagline must not contain any provocative, objectionable or inappropriate content.
- Multiple submissions of logo and the tagline by the same participant would not be considered.
- The participant must be the same person who has designed the logo and/or the tagline and plagiarism would not be allowed.
- Please note that the logo design and the tagline must be original and should not violate any provision of the Indian Copyright Act, 1957.
- Anyone found infringing on others' copyright would be disqualified from the competition. NCRTC does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
- The employees of NCRTC as well as their family members are not allowed to take part in this competition.
- Participant is to make sure that his/her MyGov profile is accurate and updated since NCRTC would be using this for further communication. This includes details such as name, photo and phone number.
- Entries with incomplete profiles would not be considered.
- NCRTC reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms & conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on the MyGov platform. It would be the responsibility of the participants to keep themselves informed as to any changes in the Terms & Conditions/ Technical Parameters/ Evaluation Criteria stated for this Contest.
- A participant can take part in both the contests i.e. for logo and tag line or any one of them.
- The last date for submission is midnight of **15<sup>th</sup> October 2016**.



## Technical Parameters

- Participants should upload the logo in JPEG/PNG format only.
- The logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in an editable and open file format. The winner would be asked to submit various adaptations of the logo (eg. in black & white, color, reverse print etc.).
- Participants should not imprint or watermark logo design.
- A small description should be provided to explain the concept.
- Logo should be designed in colour. The size of the logo may vary from 4 cms X 4 cms to 60 X 60 cms.
- The logo should be usable on the website/social media such as Twitter/Facebook and on printed material such as b/w print material, stationery and signage.

## Evaluation Criteria

- All the entries received by NCRTC would be assessed for award by the Selection Committee.
- Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well they communicate the essence of NCRTC.
- The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants for any of their decisions.
- NCRTC would have the right over the winning entry for registration as trademark and usage in a way felt appropriate by it. Winning participant would have no right or claim on the submitted design once the prize is handed over. NCRTC shall not use the disqualified entries for any purpose and shall have no intellectual rights over the same.
- Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of New Delhi.