

Designing a Logo with Tagline for Hortinet Traceability, representing the movement of "Citizen Participation in Digital India"

Terms and Conditions

- The logo must be original and should not violate any provision of the Indian Copyright Act, 1957.
- The logo must not contain any provocative, objectionable or inappropriate content
- The winning design of the logo would be the intellectual property of the APEDA and the winner cannot exercise any right over it, after announcement of the result. The prize winning logo is meant to be used by APEDA for official, promotional and display purposes.
- By entering the competition, you confirm that you are eligible to participate in the event and eligible to claim prize. May ask you to submit proof of your eligibility at any moment till the contest is open.
- Entries made on behalf of another person would not be rejected subject to the person have only one entry in the contest. Logo Contest is an individual contest and joint submissions by two or more persons will be rejected.
- Entries that are automatically generated by computer, completed by third parties or in bulk, reconstruct, forged or tampered with will be summarily rejected.
- By participating in the contest the participants declare that the work submitted by him is an original work and does not infringe any third party's rights such as copyrights, patents, trademarks, trade secrets including image rights.
- The employees of APEDA as well as their family members are not allowed to take part in this competition.
- APEDA reserves the right to cancel or amend all or any part of this 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.

Technical Parameters

- The participant should upload the logo as a file in JPG, PNG or CDR/AI format in high resolution. The Logo should be in high resolution with minimum 300 DPI.
- The winner of the competition will be required to submit the design in an editable and open digital file format.
- Do not imprint or watermark your logo design. Any watermark or imprint on the submission may lead to rejection
- Logo should be designed in colour.
- For actual utilization of the award-winning logo, the size may vary from 4 cms x 4 cms to 60 cms x 60 cms.
- The Logo should be usable on the website/social media such as Twitter/Facebook, on printed materials such as b/w press releases, stationery and signages, video material, etc.

Evaluation Criteria

- Entries meeting all the eligibility criteria shall be taken to the evaluation stage
- All the entries received by APEDA would be assessed for award by a Screening Committee for an initial evaluation. After such screening, all approved entries would be assessed for award/honorarium by a selection committee for final evaluation.
- 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 theme of *Hortinet Traceability* Initiative.
- The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants or any decision of Selection Committee.
- The APEDA, if it so decides, reserves the right to not to proceed with the competition at any stage.
- At any stage of any reason if the entry is found to be infringing copyright the selected entry might be rejected.
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