

Digital India Corporation (Dic) Logo Design Contest

GUIDELINES, TERMS & CONDITIONS, PARAMETERS & EVALUATION CRITERIA

1. The contest is open to all law-abiding Indian citizens, who are registered members of MyGov (www.mygov.in).
2. The deadline for submissions is 15th February, 2018, 12:59PM (Indian Standard Time).
3. Participants must make sure their MyGov profiles are accurate and updated, as we, the “contest organizers” (i.e. Digital India Corporation/ National e-Governance Division, Ministry of Electronics and Information Technology) may use the information on the profile for further communication. This includes participant name, photo, country declaration, email ID, phone number, postal address, etc. Entries by those with incomplete profiles may be rejected. Contest organizers may also ask participants for any profile-related details or further information.
4. Only one entry per participant would be considered.
5. The participant (individual who submits the entry online) must be the same individual who has designed the logo.
6. Entries must be submitted by the deadline only through the Creative Corner section of MyGov at www.mygov.in . Entries submitted through any other medium/ mode would not be accepted.
7. Please note that the logo must be original and should not violate any provision of the Indian Copyright Act, 1957 (as amended subsequently; Ref <http://www.copyright.gov.in/>). Contest organizers do not bear any responsibility for copyright violations or infringements of intellectual property carried out by any participant. The design of the logo must not infringe on the Intellectual Property Rights of any third party. All entries are governed by the provisions of Logos and Names (Prevention of Improper Use) Act, '1950 and any violation of the said Act will result in disqualification.
8. Actual usage of logo:
 - a. Is expected to be on base material between these sizes: [(2.5 cm) x (\leq 2.5 cm)] on the smaller side, to [(75 cm) x (\leq 75 cm)] on the bigger side. (Note: The logo need not be square. We are not specifying any geometrical shape. The dimensions above indicate only the minimum and maximum ‘frame’ sizes of usage.)
 - b. May in some cases be in colour version, and in other cases in Black & White version (or monochrome).

Participants must keep the above in mind while designing the logo.

9. Any audience-readable text (other than cases of artistic rendition) in the logo must be in English or Hindi (or combination of both) only. **It is not mandatory to include text in the logo.** If included, the text (in the logo) should be readable across different expected ‘frame’ sizes of usage.

10. Entries will be first put through **pre-qualification** as follows:

- a. Whether the logo is scalable. (Are the details maintained at all sizes – upon scaling up or down?)
- b. Whether the logo is versatile. [Is fidelity maintained across MEDIA – **print** (including paper-based stationery, newspapers, banners in different materials)/ **web** (including portals, social platforms such as facebook, twitter, etc.)/ **signages** (including hoardings, marketing collateral or merchandising/ **devices** (including PCs, laptops, tabs, mobiles)/ formats (including videos, stills); and across COLOUR VERSIONS (including monochrome, B&W, full-colour.)]
- c. Whether the logo is original (not plagiarised).
- d. Whether the logo is free of any provocative, objectionable or inappropriate content/ interpretation.

11. In general, entries meeting the pre-qualification criteria as above will be **evaluated further**, on the basis of elements of:

- a. COMPOSITION
 - i. Simplicity (Uncomplicated/ Easily recognizable)
 - ii. Distinctiveness (Uniqueness)
 - iii. Visual appeal (Memorable? Impactful? Leaves positive impression?)
- b. RESONANCE/ APPROPRIATENESS with the theme/ concept of Digital India Corporation
- c. ARTICULATION (brief explanation/ justification/ notes in not more than 250 words)

Note: Contest organizers can disqualify even ‘further evaluated’ entries in cases where violation of any prequalification criteria is discovered later (i.e. post prequalification, or even after declaration of results).

12. The logo should be designed in colour on a digital platform.

- a. For purposes of evaluation, participants must upload the logo in one of these formats: JPEG or JPG or PNG or PDF, in printable high-resolution (i.e. 300 dpi). There should be no watermark/ imprint over the logo.
- b. Every entry must be accompanied by a brief writeup/ explanation in maximum 250 words.

Note: Participants to keep the editable/ open file format also ready – this shall be required to be submitted later for the winning entry. During the course of evaluation, contest organizers may ask participants to resubmit their entry in different size(s)/ format(s) etc.

13. Entries received by the deadline and found in order would be evaluated as per directions of the competent authority at Digital India Corporation/ National e-Governance Division. The decision of the aforementioned competent authority would be final and binding on all the contestants, and no clarifications would be issued to any participant for any decision of the competent authority. The contest organizers also reserve the right to reject all entries without assigning any reason.

14. The winning design of the logo/ the winning logo would be the intellectual property of the contest organizers as soon as the results are declared, and the winner cannot exercise any right over it thereafter. The winner shall be deemed to have surrendered copyright of the design and logo to the contest organizers as soon as the results are declared. The winner shall be awarded prize-money of **Rs. 20,000/- (INR TWENTY THOUSAND ONLY)** in due course after declaration of the results.
 - a. The prize-winning logo may be used by the contest organizers in any manner they deem fit.
 - b. The contest organizers reserve the right to modify (or finetune) the prize-winning logo, i.e. unfettered right to modify the prize-winning design and add or delete any information or design feature in any form to it.
 - c. The contest organizers also reserve the right to not use the prize-winning logo at all, and/ or to use an alternative logo and/ or to not use any logo at all.
15. Contest organizers would not have IPR over non-winning entries.
16. The contest organizers reserve the right to cancel or amend all or any part of the contest and/ or the Terms & Conditions/ Parameters/ Evaluation Criteria. However, any changes or cancellation will be communicated through MyGov www.mygov.in. It would be the responsibility of the participants to keep themselves updated and informed about any changes/ cancellation etc.
17. The responsibility to comply with the guidelines and other conditions fully lies with the participant and the contest organizers shall not be liable for any dispute raised by a third party.
18. All and any legal proceedings arising out of the contest shall be subject to local jurisdiction of NCT of Delhi.