

## Logo Design Competition for 125th Birth Anniversary of Dr. B.R. Ambedkar

### Terms and Conditions

- All entries must be submitted through 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 entry should be accompanied by a brief explanation of the design and how it best symbolizes the ethos of the 125th Birth Anniversary of Dr. B.R. Ambedkar. Make sure your MyGov profile is accurate and updated as we will use the information on the profile for further communication. This includes your name, photo and phone number. Entries by those with incomplete profiles will be rejected.
- The Competition is open to all citizens/artists. The entry could be an individual project or a team project.
- The winning design of the logo would be the intellectual property of the Government of India and the winner cannot exercise any right over it, after acceptance of the prize. The prize winning logo is meant to be used by Government of India for promotional and display purposes, IEC materials and also for any other use as may be deemed appropriate for the initiative.
- The logo must not contain any provocative, objectionable or inappropriate content.
- Only one entry per participant would be considered.
- Please note that the logo must be original and should not violate any provision of the **Indian Copyright Act, 1957**. Government of India does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants. The design of the logo/motto 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.
- The participant must be the same person who has designed the logo. Government of India follows a zero tolerance policy towards plagiarism.
- Dr. Ambedkar Foundation, Ministry of Social Justice and Empowerment reserve 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 [www.mygov.in](http://www.mygov.in). It would be the responsibility of the participants to keep them informed about any changes in the Terms & Conditions/ Technical Parameters/ Evaluation Criteria stated for this Contest.

- The responsibility to comply with the guidelines and other conditions fully lies with the participant and the Government of India shall not be liable for any dispute raised by a third party.

### **Technical Parameters**

- Participants should upload the logo in JPG or PDF format only.
- A specification sheet containing graphical construction of the design in exact proportions in a bigger size, along with final design, theme synopsis and concept is required to be submitted. All technical details, including file formats, can be structured in the sheet itself.
- The size of the final design may vary from 4 cms X 4 cms to 60 X 60 cms. It is to be submitted along with minimum TEN different proportionally smaller sizes up to 4 points font size of the text matter.
- The logo should be in high resolution with minimum 300 DPI.
- 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 logo should be usable on the website/social media such as Twitter/Facebook and on printed material such as black and white press releases, stationery and signage.
- Participants should not imprint or watermark logo design.
- Logo should be designed in colour.

### **Evaluation Criteria**

- All the entries received by the Dr. Ambedkar Foundation would be assessed 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, visual impact and its relevance to the core functions of Dr. Ambedkar Foundation.
- 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.
- The disqualified entries shall not be used by the Dr. Ambedkar Foundation for any purpose and the Dr. Ambedkar Foundation 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 Delhi State.***