

DESIGN A LOGO (along with a Tagline) for FOREST DEPARTMENT, GOVERNMENT OF UTTARAKHAND

The **Department of Forests, Govt. of Uttarakhand** calls for a **DESIGN competition for LOGO (along with a Tagline)** through public competition for the development of identity and branding of the organization capturing and promoting the main value/s of the department. Accordingly all resident Indians (Professional artists/agencies and Non-professionals) are hereby invited to participate in a competition for design of the logo (with a tagline).

Submission of Entries:

1. All entries must be submitted by interested persons through the **“LOGO DESIGNING COMPETITION”** Section at <http://forest.uk.gov.in/>. Entries submitted through any other medium/mode would not be considered for evaluation and will be out-rightly rejected.
2. The entry should be accompanied by a brief explanation of the design and how it best symbolizes the ethos of the Uttarakhand Forest Department.
3. The last date of online submission is midnight (00:00 hrs) of **24th January, 2016**.
4. **Honorarium cum Prize - Rs. 12,000 (logo) + 3000 (tagline), Total Rs. 15,000/-.**

Terms and Conditions

1. The Competition is open to all Indian Citizens. The entry could be an individual project or a team project.
2. Multiple submissions of either logo or tagline by the same participant would not be considered; however, a participant may submit an entry for either logo or tagline or both.
3. Anyone found infringing on others' copyright would be disqualified from the competition. Uttarakhand Forest Department does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
4. Usage of photographs in the LOGO is not allowed.
5. Entries sent once shall not be returned.
6. Participant is to make sure that his/her registration detail is accurate and updated for further communication. This includes details such as name, address, E-mail ID, valid ID proof and phone number. Entries with incomplete profiles would not be considered.
7. Uttarakhand Forest Department 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 dully updated/ posted on the <http://forest.uk.gov.in/>. It would be the responsibility of the participants to keep them informed to any changes in the Terms & Conditions/ Technical Parameters/ Evaluation Criteria stated for this Contest.

8. Uttarakhand Forest Department reserves the right to reject any entry based on its discretion.
9. Participation in this contest constitutes the contestant's full and unconditional agreement to and acceptance of these rules. By participating in the contest, the contestant is representing and warranting that he/she has read and understood, and agrees to be bound by these rules.
10. By registering for participation in the Contest, the Participant(s) warrant that:
 - They have complied with these Entry conditions;
 - Their entry is original;
 - Their entry does not infringe any Intellectual Property Rights of any third party;
 - Any current employer and/or learning institution that the participant is employed by or enrolled with would have no claim on the entry developed and submitted.
 - The Uttarakhand Forest Department will not be held responsible if the participants are not able to upload their entries on <http://forest.uk.gov.in/> before the last date & time of submission for any reason whatsoever.
 - All prizes are non-transferable.
11. The Logo should not be similar to the ones that are in use by any other government department/organization/agency/corporate unit. Any kind of plagiarism will be strictly dealt with as per the law.
12. Usage of copyrighted and freely available clipart, stock art, templates and other art materials is strictly prohibited.
13. The logo and tagline must not contain any provocative, objectionable or inappropriate content.
14. The winning design of the logo and the tagline would be the intellectual property of the Department of Forests, Govt. of Uttarakhand and the winner cannot exercise any right over it, after acceptance of the prize. The designer shall not re-use the same visuals / visualisations elsewhere. The prize winning logo and the tagline is meant to be used by Uttarakhand Forest Department for official promotional and display purposes, IEC materials and also for any other use as may be deemed appropriate for.
15. Note that the logo design and tagline of the program must be original and should not violate any provisions of the Indian Copyright Act, 1957.

Technical Parameters:

LOGO:

- i. Logo graphics must be created in vector, editable and open file format.
- ii. Participants should upload the logo in **JPEG / PNG / SVG** format only.
- iii. 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.
- iv. Participants should not imprint or watermark logo design.
- v. A small description should be provided to explain the concept.
- vi. Logo should be designed in colour.
- vii. The size of the logo may vary from 3x3 cms to 75 X 75 cms.
- viii. The logo and the tagline should be in high resolution with minimum 300 DPI.
- ix. The Forest Department Uttarakhand will use the Logo in its website and other web locations, brochures, visiting cards, social media, campaign materials, backdrops, video documentaries, office communication, stationeries, souvenirs, stickers, fax forms, etc., In effect, we use the Logo in print, electronic, visual and online media. The logo will be used in multicolour, single colour and as a monogram. Therefore, the logo needs to be legible and polished.
- x. The logo design may include the words, “Forest Department Uttarakhand” either in *Hindi* or English. The Contestant is free to add graphical representations he/she deems fit to design the logo.
- xi. **Submission of EACH entry must include following images:**
 - a. Image of the logo in original file format and two .jpeg format images in size 75 cm X 75 cm and in size 3 cm x 3 cm.
 - b. In case the entry is polychromatic, kindly insure to send a monochromatic (black and white) version of the logo in original file format.
 - c. An inverse image of the monochromatic version of the logo in original file format.
 - d. The detailed concept note of the logo in a .pdf format not exceeding one page with details if the submission is being made by an individual but on behalf of an organization/team.
 - e. In total, each submission will have 6 files if the logo is polychromatic and 5 files if the logo is monochromatic

Note: The original design files (editable digital vector files created using software of your choice) in original format and additionally all other digital files as mentioned above in five points must be submitted in .pdf or .jpeg format only, **minimum 640 pixels x 480 pixels, CMYK format, 300 dpi resolution.**

TAGLINE:

- i. Participants should upload the tagline in MS Word/ PDF format only.
- ii. The tagline should be catchy and should not be more than one line (Max 10 words) and should form a part of the logo itself.
- iii. The tagline should be written either in **Sanskrit** or **Hindi** only.

Evaluation Criteria:

- i. All the entries received by Uttarakhand Forest Department would be assessed for award by a Selection Committee (nominated by PCCF/HoFF-Uttarakhand).
- ii. The submissions would be evaluated on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact.
- iii. Every entry would be evaluated on its own merit and while an idea explained in greater detail has greater salience, a merely detailed entry would not adversely prejudice any other innovative and original idea or entry, if not explained in greater detail, from being adjudged better.
- iv. 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 or their decisions.
- v. The disqualified entries shall not be used by Forest Department, Govt. of Uttarakhand for any purpose and UTTARAKHAND FOREST DEPARTMENT shall have no intellectual rights over the same.
- vi. Once the competition is over and the winning entry is selected, this again would be notified through departmental website (<http://forest.uk.gov.in/>).

Submission of Details

- Original Logo design (including the colour codes and measurements, usage instructions etc.) should be submitted along with a covering letter declaring that the work is original and also that the applicant will abide by all the rules and regulations of the competition.
- The softcopy submission should also contain a monogram of the Logo.

Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Dehradun city, Uttarakhand State.