

Name, Logo and Tagline Technical Parameters

Logo

- Participants should upload the logo in JPEG / PNG / SVG 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.
- 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 cms 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 press releases, stationery and signage.

Name & Tagline

- Participants should upload the Name & Tagline in MS Word/ PDF format only.
- The Name & Tagline should be catchy and should not be more than one line (Max 10 words)

Evaluation Criteria

All the entries received by DGS&D would be assessed for award by the Selection Committee.

1. 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 the scheme.
2. 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.
3. The disqualified entries shall not be used by DGS&D for any purpose and DGS&D shall have no intellectual rights over the same.
4. Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Delhi State.
5. The competition shall be closed on 9th March, 2016.
6. There would be three winners pertaining to each contest viz. Name, Logo & Tagline.
7. Each winner would be given a prize of Rs.5,000/-.