

## **UDAN Logo Design Competition Guidelines for Entry**

- The last date for accepting entries is **15<sup>th</sup> May, 2018, at 10:00AM**
- The logo design must be original and should not violate any provision of the Indian Copyright Act, 1957 or the Intellectual Property Rights of any third party.
- All entries are governed by the provisions of Emblems and Names (Prevention of improper use) Act, 1950 and any violation of the said Act will result in disqualification.
- An entry could be an individual or a team project.
- Each entry should be accompanied by a brief written explanation of the Logo and how best it encapsulates its essence.
- Each participant can submit **ONLY** one entry.
- 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 winning Logo would be the intellectual property of the Ministry of Civil Aviation (MoCA) and the winner shall not exercise any right over it. MoCA will have unfettered right to modify the prize winning logo/entry or add/delete any info/design feature in any form to it.
- The winning Logo is meant to be used by the Ministry of Civil Aviation for promotional and display purposes, Information, Education and Communication materials and also for any other use as may be deemed appropriate.
- MoCA reserves the right to cancel or amend all or any part of this Contest and/ or Terms and Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms and Conditions/ Technical Parameters/ Evaluation Criteria, or the cancellation of the Contest, will be updated/ posted on the MyGov platform. It would be the responsibility of the participant to keep himself/herself informed of any changes in the Terms and Conditions/ Technical Parameters/ Evaluation Criteria stated for this Contest.
- The participant should make sure that his/her MyGov profile is accurate and updated since MoCA would be using this for further communication. This includes details such as name, photo, complete postal address, email ID and phone number. Entries with incomplete profiles would not be considered.
- The submission of entry is free and no qualifications are prescribed. Individuals, agencies, and associates, its employees currently engaged by MoCA are allowed to submit their ideas.
- All Government employees participating in this competition should have prior permission from their employer to participate in this competition.
- The responsibility to comply with the guidelines and other conditions fully lies with the participant(s) and the Government of India shall not be answerable to any dispute raised by a third party.

### **UDAN Logo Design Competition Technical Criteria**

- Logo should be submitted in JPEG, PNG or PDF format only.
- All fonts should be converted to outlines.
- The Logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in open file format (EPS/CDR/PSD). Participants should ensure that original designs are submitted.
- Logo should be designed in CYMK color. The size of the logo may vary from 5cm\*5cm to 60cm\*60cm in either portrait or landscape.
- The Logo should be usable on the website/ social media such as Twitter/Facebook and on printed materials such as black and white press releases, stationery and signage, labels etc.
- File should be high resolution – at least 300 pixels per inch at 100% size.
- File should look clean (not pixilated or bit-mapped) when viewed on screen at 100%.
- Entries should not be submitted in compressed or self extracting formats.

### **UDAN Logo Design Competition Selection Process**

- All entries received by the stipulated date and found in order, shall be evaluated by a Selection Committee. The Committee will shortlist the entries and will decide the winner.
- There will be only one winner per logo for the competition.
- The designer of the winning logo will get a prize of Rs. 7,000 and would be required to give copyright of the design to the Government of India.
- Winner shall be required to provide the original open source ‘.ai’ or ‘.eps’ file of the designed logo.
- The Government of India, if it so decides, reserves the right not to proceed with the competition at any stage.
- Taxes are the sole responsibility of the teams receiving prizes. Prizes may be subject to tax reporting and other purposes. Participants agree to supply with any necessary information to affect the same and to fully cooperate in fulfilling all applicable legal requirements.
- The decision of MoCA in this regard shall be final and shall not be called upon to question under any circumstances.
- Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Delhi State only.