



## TNSDC Logo Design and Tagline Competition

### About TNSDC:

Tamil Nadu Skill Development Corporation was formed with a vision to transform the state into skill hub by skilling the youth to enhance their employability and match the expectations of the industry. Since 2013 it is functioning as a Corporation under the Special Programme Implementation Department.

Tamil Nadu Skill Development Corporation (TNSDC) was formed with an objective to provide demand-based and industry-relevant skills to the youth to enhance their employability and transform the State into the skill hub of India. TNSDC is the Nodal Agency for the skill development related activities in the State and it aims to converge the activities of various stakeholders including industries, industrial associations, training partners, sector skill councils, assessment agencies apart from various other State and Central Government bodies. TNSDC strives to ensure placement-oriented quality skill training by empanelling private and Government training partners.

In line with its mission to enhance awareness and engagement, TNSDC is excited to announce a Logo Design and Tagline Contest. We invite participants to unleash their creativity and craft a logo that effectively captures the essence of TNSDC, facilitating its widespread recognition and engagement across diverse audiences.

### Competition Details:

**Topic:** Create a logo for the Tamil Nadu Skill Development Corporation

**Eligibility:** Open to all residents of Tamil Nadu.

**Submission Deadline:** Submissions must be received by April 30 2024.

**Submission Email:** Send your entries to [socialmedia@naanmudhalvan.in](mailto:socialmedia@naanmudhalvan.in)

**Prize:** The winning design and Tagline will receive a cash prize of **Rs. 50,000**.

### Creative Direction for TNSDC Logo Competition:

#### Keywords Reflection:

**Skill Development:** The logo should visually convey the idea of skill enhancement and improvement.

**Industry Relevance:** Incorporate elements or symbols that represent various industries to signify relevance.

**Employability:** Include imagery that suggests readiness for employment and career advancement.

**Collaboration:** Integrate visual elements that symbolize teamwork and cooperation among stakeholders.

**Quality Training:** Represent the concept of high-quality education and training through design elements.

**Placement:** Depict pathways or symbols indicating successful job placement and career progression.

**Colour Consideration:**

**Primary Colour:** Choose a shade symbolizing progress and professionalism.

**Secondary Colour:** Opt for a vibrant and energetic color to signify optimism and enthusiasm.

**Accent Colour:** Use a color that exudes trust and stability.

**Overall Style:**

**Modern and Professional:** Employ sleek and clean lines, contemporary fonts, and minimalist design elements.

**Approachable:** Balance professionalism with approachability by incorporating friendly shapes and inviting imagery.

**Vibrant and Optimistic:** Infuse the design with energy and positivity to reflect the potential for growth and success in skill development.

By aligning the design with these guidelines, participants can create a logo that effectively represents the essence of TNSDC while appealing to a broad audience.

**PARAMETERS:**

1. The logo should be visible when used in 5mm size and if needed, can be enlarged to a hoarding size.
2. The logo should be in high resolution with a minimum of 300 DPI.
3. Participants should only upload the logo in JPEG / PNG / SVG / PDF format. 4. The logo should be designed in color.
5. The file should be of high resolution – at least 300 pixels per inch at 100% size.
6. The file should look clean (not pixilated or bit-mapped) when viewed on-screen at 100%.
7. Entries should not be submitted in compressed or self-extracting formats.
8. The evaluation criteria concerning the logo are as follows:
  - a. Simplicity: The design should be uncomplicated for ease of replication.

b. Uniqueness: The logo should be original and not resemble the existing logo of any other organization.

c. Relevance: The design should relate to the services provided by TNSDC.

9. Taglines must be in both Tamil and English (crisp and short, understandable and could be easily translated).

**Details to be provided at the time of submission:**

1. Logo: (Attach image / document with the email)
  - Brief Description on Logo Design.....
2. Tagline: ..... (Enter the tagline here)
  - Brief Description on Tagline.....

Other Details in the email:

\*Participant Name: \_\_\_\_\_

\*Age: \_\_\_\_\_ Gender: \_\_\_\_\_ Nationality: \_\_\_\_\_ (Indian / NRI)

\*Mobile Number: \_\_\_\_\_

\*Contact Address: \_\_\_\_\_

\*ID Proof: Aadhar Card/PAN/Voters Id/ or any other acceptable ID proof:  
(Attach with the email)

Profession: Student / Businessman / Housewife / Others (Optional – mention your profession)

\*In-case of participants below 18 years of age (additional details are required as below):

Parents' name and address: \_\_\_\_\_

Parents' contact details: \_\_\_\_\_

School / College / Institutions name & address: \_\_\_\_\_ (Write NA if not applicable).

\*Mandatory fields

**Terms and Conditions:**

1. The competition is open to any resident of Tamil Nadu.
2. There is no gender or professional limitations. Children below 18 years of age need to provide their parents', school/college etc. details as well.

3. The winner will be notified through email address that she/he has provided along with her/his submission. Submissions beyond the last date and time of submission shall not be considered.
4. Submissions must be original work and should not infringe upon any copyright or trademark, Participants can take part in the contest by submitting in mail to [socialmedia@naanmudhalvan.in](mailto:socialmedia@naanmudhalvan.in)
5. All the participants to ensure that his/her information is accurate and updated since this profile shall be used for further communication. This includes details such as name, e-mail id, photo, and mobile number. Entries with incomplete profiles would not be considered.
6. Taglines must be in both Tamil and English (crisp and short, understandable and could be easily translated).
7. Once submitted for the competition, copyrights will solely be with TNSDC. The entry must not contain provocative, objectionable, or inappropriate content.
8. The winners must share their consent for the use of their names in any publicity carried out by TNSDC without further compensation.
9. The winners will be declared via winner announcement on Website and social media Pages of TNSDC.
10. There will be no notification to participants of entries who are not selected as winners.
11. All the entries received would be assessed for awards by a Selection Committee for the final evaluation.
12. The entries will be judged on the basis of elements of creativity, originality, and clarity in communicating the theme.
13. The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants on any decision of the Selection Committee.
14. Winner shall be required to provide the original open-source file of the designed logo and will be the property of TNSDC.
15. TNSDC reserves the right to reject any entry, which it feels is not suitable or appropriate or which does not conform to any of the conditions listed above.
16. All disputes/ legal complaints are subject to the jurisdiction of Tamil Nadu only. Expenses incurred for this purpose will be borne by the parties themselves.
17. TNSDC reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria and withdraw the activity at any time. The participants are solely responsible to keep themselves updated regarding the same.
18. However, any changes in the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on the TNSDC platform.

19. Entries must be made by the closing date and time and in the manner set out in the contest terms and conditions. Failure to do so will result in the disqualification.

20. In the event of a tie i.e. 2 or more logo designs and Taglines achieving the highest score, decision of TNSDC in this regard is final.

21. TNSDC will disburse the winning amount/rewards to the selected winner(s).

22. Prize money will be transferred to the winner only through electronic transfer as per the bank details submitted by the winner via email.

23. TNSDC accept no responsibility for any damage, loss or injury of any kind suffered by any participant in entering the contest or winning or not winning any prize.