

IIT Delhi Diamond Jubilee

Call for Logo Design Competition 2020

Brief

IIT Delhi, an institution of Eminence status, was established in 1961. This year we are going to celebrate the Diamond jubilee of IIT Delhi through various enriching and experiential activities in the campus. The institute has come across a long way and provided many milestones for the nation and the world. The institute's constant endeavor towards excellence in research and education has resulted it to be crowned as an Institute of Eminence in 2018. Recently, IIT Delhi has responded positively towards the research and technology development related to COVID-19. With the spirit of growth and harmony among our community, and positive contributions to the society, we invite you to participate in the designing of a logo for the Diamond Jubilee ceremony.

The logo should be conceptualized such that it evokes the following:

- a) Growth and harmony
- b) Excellence in research and education
- c) Sustainability of resources
- d) The number 60 representing Diamond Jubilee
- e) Futuristic progress

Eligibility

The competition is open to the current fraternity of IIT Delhi including students, staff and faculties. Participants should have an eye for creativity, design and passion. The logo design should reflect a sense of maturity, dignity and professionalism.

Last date for Submission

12th July 2020 12:00 midnight IST

Submit your designs to

diamond@iitd.ac.in

Prizes

Winner: Rs. 30,000/-

1st runner up: Rs. 20,000/-

2nd runner up: Rs. 10,000/-

Terms and Conditions

1. Each participant can submit **ONLY** one entry.
2. 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. The logo should not have been previously published in any print and digital media and must not contain any provocative, objectionable or inappropriate content.
3. Plagiarism of any nature is not allowed. Anyone found infringing on others' copyright would be disqualified from the contest.
4. 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.
5. IITD Diamond Jubilee team takes no responsibility for corrupted or late entries.
6. The winner will be declared through email or by way of announcing his / her name on the Diamond Jubilee web site. The result of the competition will also be uploaded on the website of the Institute. Once a winner is declared, he/she will need to revert through email within 01 working day or else another winner will be chosen.
7. The winning Logo would be the intellectual property of the IIT Delhi and the winner shall not exercise any right over it. IITD Diamond Jubilee team will have unfettered right to modify the prize -winning logo / entry or add/delete any info/design feature in any form to it. The winner will not exercise any right over his/her Logo and shall not use it in any way.
8. The winning Logo is meant to be used by IITD Diamond Jubilee team for promotional and display purposes, Information, Education and Communication materials and also for any other use as may be deemed appropriate.
9. The Logo should be usable on the website / mobile app / social media such as Twitter / Facebook / Instagram and on Magazines, Commercial Hoardings / Standees, Brochures, Leaflets and Pamphlets, Souvenirs and other Publicity and Marketing materials.
10. There will be no notification to participants of rejected entries.
11. IIT Delhi 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 IITD website. 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.

Technical Criteria

1. Logo should be submitted in JPEG, PNG or PDF format only with maximum size not exceeding 10 MB.
2. Logo should be designed in colour. The designed logo shall be provided in both CYMK and RGB formats. The size of the logo may vary from 5cm*5cm to 60cm*60cm in either portrait or landscape.
3. 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.
4. 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/AI).** Winner should ensure that original designs are submitted.
5. All fonts should be converted to outlines.
6. File should be high resolution – at least 300 pixels per inch at 100% size.
7. File should look clean (not pixilated or bit-mapped) when viewed on screen at 100%.
8. Entries should not be submitted in compressed or self- extracting formats.
9. The logo design should not be imprinted or watermarked.

Selection Process

1. All entries received by the stipulated date and found in order, shall be evaluated by a Selection Committee, constituted for the purpose. The Committee will shortlist the entries and will decide the winner if an entry is found suitable.
 2. 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 IIT Delhi Diamond Jubilee 2020.
 3. The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants or on any decision of the Selection Committee.
 4. There will be only one winner of competition.
 5. Winner shall be required to provide the original open source file of the designed logo.
 6. IIT Delhi if it so decides, reserves the right not to proceed with the competition at any stage.
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