

Design a Logo/symbol for Brand India

Terms & Conditions

1. You can participate in the contest on MyGov by registering on the platform. Entries submitted through any other medium/ mode would not be considered for evaluation.
2. The contest is open for public, agencies and individuals across all geography, age and demography.
3. The submission of entry is free.
4. 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.
5. The logo should not have been previously published in any print and digital media and must not contain any provocative, objectionable or inappropriate content.
6. In case of any copyright issues, the participant/applicant will be solely responsible to settle any legal proceedings arising out of it at his/her end. MyGov or India Brand Equity Foundation (IBEF) will not be responsible for the same.
7. Plagiarism of any nature is not allowed. Anyone found infringing on others' copyright would be disqualified from the contest.
8. 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.
9. The participant should make sure that his/her MyGov profile is accurate and updated for further communication. This includes details such as name, latest photo, country declaration, complete postal address, email ID and phone number etc. Entries with incomplete profiles would not be considered.
10. The responsibility to comply with the Submission of entries, Competition Technical Criteria and Selection Process fully lies with the participant(s) and MyGov or India Brand Equity Foundation (IBEF) shall not be answerable to any dispute raised by a third party.
11. India Brand Equity Foundation (IBEF) or MyGov takes no responsibility for corrupted or late entries.
12. The winner will be declared by way of announcing his / her name on the MyGov blog page and also on IBEF website (www.ibef.org) and by means of email sent on his/her email id registered at MyGov. Once a winner is declared, he/she will need to revert through email within 2 days or else another winner may be chosen.
13. The winning Logo would be the intellectual property of India Brand Equity Foundation (IBEF) in perpetuity and the winner shall not exercise any right over it.
14. India Brand Equity Foundation (IBEF) will have unfettered right to modify the prize -winning logo or add/delete any info/design feature in any form to it. The winner will not exercise any right over his/her name and shall not use it in any way.
15. The winning Logo is meant to be used by India Brand Equity Foundation (IBEF) for promotional and display purposes, information, education and communication materials and also for any other use as may be deemed appropriate. IBEF may assign rights of the logo for usage to other bodies at its sole discretion.

16. 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.
17. There will be no notification to participants of rejected entries.
18. India Brand Equity Foundation (IBEF) 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.
19. In case of any issue/ clarification etc., only the English version shall be followed.
20. Multiple submissions by the same participant would not be considered. Only single submission will be accepted.
21. The entry should not have been previously published in any print and digital media.
22. The winners have to share their consent to the use of their names (if required) in any publicity carried out by the India Brand Equity Foundation (IBEF), without any further compensation.

Technical Criteria

1. Logo should be submitted in JPEG or PNG format only.
2. Each entry should include a logo unit/symbol along with a detailed logic and explanation of rational and creative thoughts (not more than 150 words). The entries should be submitted in a soft copy.
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 and editable file format (EPS/CDR/PSD).
5. Participants should ensure that original and editable open-source files are submitted.
6. All fonts should be converted to outlines.
7. File should be high resolution – at least 300 pixels per inch at 100% size.
8. The logo should be distinctive and scalable. It should be useable in large hoardings and small merchandise and should be appropriate for any web device and any kind of print material.
9. Entries should not be submitted in compressed or self-extracting formats.
10. The logo design should not be imprinted or watermarked.
11. The logo can be of multi-colour but should also be reproducible in monochrome.

Selection Process

1. The entries will be evaluated by a committee of experts constituted for the purpose by India Brand Equity Foundation (IBEF) and results shall be displayed on IBEF Website (www.ibef.org) and on MyGov (blog.mygov.in)



2. The Committee will shortlist the entries and will decide the winner if an entry is found suitable.
3. 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.
4. The decision of the 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.
5. Winner shall be required to provide the original open source file of the designed logo.
6. Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Delhi State only. Expenses incurred for this purpose will be borne by the parties themselves.
7. India Brand Equity Foundation (IBEF), if it so decides, reserves the right not to proceed with the competition at any stage.
8. Payment to the winner will be made through electronic mode for which the necessary bank details will be taken after declaration of winner of the contest.