

Logo Design and a Tag Line Competition



for

Diamond Jubilee Celebrations 1956-2016

All India Institute of Medical Sciences,
New Delhi

Competition is open to Indian citizens

PRIZES



**Last date of submission :
17th September, 2015**

For more information visit AIIMS website
www.aiims.edu >events>current events

All India Institute of Medical Sciences, New Delhi

Logo Design and Tag Line Competition, 2015

1) Preamble:

AIIMS was established in the year 1956 by an Act of the Indian Parliament with the objective of developing a strong curricular foundation for undergraduate and postgraduate healthcare education in India. The Institute continually seeks to achieve a high standard of healthcare education, research and service. It is recognized, in India and globally, as a medical institution that best combines excellent medical education with cutting edge research and quality healthcare at affordable cost.

This premier medical Institute is working tirelessly in understanding the causes of ill health, educating the new generations of physician and scientists, practitioners whose services change people's lives.

The faculty and the students of AIIMS are holding prestigious positions in medical sciences and research throughout the globe. For information you may visit to: www.aiims.edu.

To celebrate this 60th year of glorious service towards the mankind, it has been decided to have a "Logo Designing and Tag Line Competition" to mark this memorable event.

2) Who can participate?

- a) The competition is open to all Indian citizens residing within India.

3) Vision: To commemorate this glorious journey of 60 years of AIIMS New Delhi.

4) Guide lines for the logo design , tag line competition (Technical specifications):

- a) The logo should preferably relate to trinity of mission, Education, Research and Patient Care.
- b) The logo and tagline must not contain any provocative, objectionable or inappropriate content. The tag line should be in English and in Hindi (Bilingual).
- c) The tagline should be catchy and should not be more than one line (Maximum 8 words)
- d) The logo should be modern, simple, smart, recognizable and memorable
- e) The logo should work both in colour and black and white, be adoptable to different scales and different uses (e.g. WebPages, e-mails, hard copy, projected image, envelops, visiting cards, posters etc)
- f) The logo should be able to engrave in various material like wood, stone, plastic and acrylic.
- g) Do not copy from or any elements of the any existing logo and tag line.
- h) Submit files according to the following specifications. Entries not meeting these criteria will not be accepted. Submit the open scalable file (CMYK) on request.
- i) Submit your entry via email: aiimslogocompetition2015@aiims.edu and two file sizes should not exceed 2mb.

- j) A single image file, including both black and white and color versions of logo on a white background (no transparency), in either .gif or .png format, placed in a 600x600 pixel format with a resolution of 72 dpi.
- k) A single multi-page (A4 size) pdf set for high resolution, containing the following in this order and with the following page restrictions:
 - i) Page 1: logo in color (Please mention the colours used in terms of numbers)
 - ii) Page 2: logo in black and white
 - iii) Page 3: in gray scale
 - iv) Page 4: logo in 3 different sizes, 10mmX 10mm, 25mmX25mm, 125mmX125mm
 - v) Page 5: documentation (summary, description or explanation of logo symbolism, designer's intent)
 - vi) Page 6: short biographic information of designer or studio

5) Copyright and Patents:

- a) By entering this competition, the designer assigns the copy rights to AIIMS, New Delhi, to use each submission.
- b) Each designer retains all intellectual property considerations associated with their submission.
- c) Entries should not violate any intellectual property, including, but not limited to patents, trademarks, and copyrights. By admitting their entry the designer certifies

that the entry is original, created solely by entrant and no other person or entity holds rights to the entry and its components.

- d) Please note that the logo design and tagline of the program must be original and should not violate any provision of the Indian Copyright Act, 1957.
- e) Anyone found infringing on others' copyright would be disqualified from the competition. AIIMS will not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
- f) In consideration for the prize money received, the winner agrees to transfer all applicable intellectual property considerations to AIIMS New Delhi.
- g) The entrant is responsible for the contents of the advertisement which cannot include copyright protected material. The entrant must have the rights for all the texts and images used in the submitted work.

6) Prize:

- a) 1st Prize winning entry will receive a cash prize of Rs. 25000/- (Twenty five Thousand only), an AIIMS Plaque of appreciation.
- b) 2nd Prize winning entry will receive a cash prize of Rs.15000/- (Fifteen Thousand only) an AIIMS Plaque of appreciation.
- c) It will be presented during the Institute day celebration (24-26th Sept, 2015) at AIIMS New Delhi. Exact date, venue and time will be intimated in due course.

7) Deadline and other terms and conditions:

- a) Entries will be judged on creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well they communicate your suggested tag- line for the logo.
- b) Multiple entries from a single contestant will not be entertained.
- c) Each entry should accompany the scan copy of the enrollment form.
- d) Only online submission of entries is allowed. **Opening date is: 01.09.2015 and closing date is 17.09.2015.**
- e) Email ID for submission of entry is: **aiimslogocompetition2015@aiims.edu** latest by 17.09.2015, till 12:00 midnight IST.
- f) The result will be displayed on the AIIMS website (aiims.edu) within due course.
- g) The decision of the Selection Committee will be final and binding on all the contestants.
- h) The Management reserves the right to cancel the competition at any moment without giving any reason.
- i) Any legal proceedings arising out of the completion/ its entries/ winners shall be subject to local jurisdiction of Delhi State.



All India Institute of Medical Sciences, New Delhi

60th Year of AIIMS Logo Design and Tag line Competition, 2015

Enrolment Form		
Name (in block letters)		
Address with pin code		
		Photo (self attested)
Mobile No		
E-mail ID		
<p>Please attach a self attested scan copy of any of the following Photo IDs (Pan Card/Driving License /Adhar Card/voter ID cards). In case of student, if none of the above ID is available please attach your school ID card authenticated by Head of the institute.</p>		
<p>Declaration: I am here by declaring that only one entry has been sent by me in this logo designing competition. I will abide by all the terms and conditions of this logo designing competition.</p>		
<p>..... (Signature)</p>		
<p>Name:.....</p>		
<p>Date:</p>		