

Logo Design & Slogan Contest for Meghalaya Tourism, Government of Meghalaya

Meghalaya Tourism invites applications for tourism logo contest for the Department of Tourism for its publicity and branding purposes. The design of the logo should be reflective of the state of Meghalaya especially in relation to tourism.

LOGO SPECIFICATION

- i) The design of the logo must be original, professional and must incorporate the essence of Meghalaya
- ii) The logo must not have any elements which may be considered negative or sensitive to any person and must have colors that reflect distinctiveness of the state. The entry must not contain any provocative, objectionable or inappropriate content.
- iii) The design of the logo can be made using computer graphic in soft-copy using JPEG format with a minimum resolution of 1280 x 960 and to be sent in size A4 (21cm x 29.7 cm) through email or the design may also be presented as a sketch which will later be refined using a professional designer to finalize the logo if selected. The minimum data size submitted for the image(s) should be 2 MB. Further, no watermark or logo or name should be present on the image.
- iv) All logos received by Tourism Department, Government of Meghalaya will become the property of the Department, which shall have the right to make changes/ amendments on any part of the logo.

Terms & Conditions for logo design contest

- You can participate in the contest by downloading a registration form from Meghalaya Tourism website, www.megtourism.gov.in
- Participant is to make sure that his/her Profile/information is accurate and updated for further communication. This includes details such as name, e-mail id, photo and mobile number. Entries with incomplete profiles would not be considered.
- Every entry must be accompanied with information about place, station, clearly filled in the column. Entries missing these details would not be considered.
- Once submitted for competition, copyrights of designed logo will be with Meghalaya Tourism, Government of Meghalaya.
- Multiple submissions by the same participant would not be considered. Only single submission will be accepted.
- Logo should be submitted in pdf or jpg or jpeg file format.
- Both colour and monochrome images will be accepted.

- The entry should not have been previously published in any print and digital media.
- Tourism Department, Government of Meghalaya will not accept any liability for the publication of unlawfully reproduced images.
- Computer-generated or computer-altered/morphed images (other than basic system work) will be disqualified.
- Artwork and illustrations will also be accepted. Tourism Department, Government of Meghalaya will take no responsibility for corrupted or late entries.
- The winners have to share their consent to the use of their images in any publicity carried out by Tourism Department, Government of Meghalaya, without further compensation. Meghalaya Tourism reserves the right to use a part or whole design of the logo selected and edit the same to suit its requirement.
- The winners will be declared either through email or by way of announcing their names on the website of the Tourism Department, Facebook or Twitter handle.
- There will be no notification to participants of rejected entries.
- All entries in each category will be judged based on creativity, originality and composition by Tourism Department, Government of Meghalaya.
- Tourism Department, Government of Meghalaya, reserves the right to reject any entry, which is not suitable or appropriate or which does not conform to any of the conditions listed above.
- Once a winner is declared, the winner will need to revert to confirmation email within 3 working days or another winner will be chosen.
- Expenses, all disputes/ legal complaints are subject to jurisdiction of Shillong only incurred for this purpose will be borne by the parties themselves.
- Payment to the award winners will be made electronically for which necessary bank details will be taken after declaration of winners of the contest.
- Tourism Department, Government of Meghalaya reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on the Tourism Department, Government of Meghalaya website

SLOGAN CONTEST

1. ELIGIBILITY The contest is open to the following;

- 1- Permanent citizens of India.

Those not eligible to enter or win the slogan contest are the following; the judges of the contest.

2. TECHNICAL REQUIREMENTS Each entry must:

Consist of an original SLOGAN with key qualities with the theme of the following–

- (1) Communicates the essence of Meghalaya Tourism,
- (2) Communicates Clear Message of Promoting Meghalaya,
- (3) The slogan must not consist more than 8 (eight) words and should ideally be less than 5 (five) words.

The entire slogan must be typed and written in English. It must be in Times New Roman and double spaced on white 8 1/2 " x 11 " (one side only) paper. Must not contain any information to identify the entrant such as name, address, e-mail or signature.

3. Slogan REQUIREMENTS

Every Slogan submitted must be the original work of the entrant, not previously published or won in any other contest or awarded any prize and should communicate the essence of tourism in Meghalaya. The Slogan cannot infringe upon the copyrights, trademarks, rights of privacy (publicly or private) or any intellectual property or other rights of any person or persons or entity.

MULTIPLE ENTRIES --- An entrant may submit more than one entry but must be a new Slogan.

- a. Each slogan must meet all requirements of the contest rules.
- b. All entries will become the property of Meghalaya Tourism and will not be acknowledged or returned.
- c. By submitting an entry, each entrant acknowledges and agrees that Meghalaya Tourism may obtain many entries in connection with this contest and that such entries may be similar or identical in theme, idea, format or other respects to the other entries submitted in connection with the contest. Meghalaya Tourism reserves the right to use a part of/or whole slogan selected and edit the same to suit its requirement.
- d. By entering the slogan contest, each entrant grants further permission to Meghalaya Tourism to publish all or part of the submitted slogan and to use the entrant's name and photograph and to publicize the winning entry and the names of the author of the final winning slogan contest, all without royalty or other consideration.
- e. This contest will be subject to the provision of all applicable local laws and regulations.



MEGHALAYA TOURISM

Logo Design & Slogan Contest: Entry Form

| Contact Details | | |
|--|--------|-----------|
| Name: | | |
| Address: | | |
| City: | State: | Pin Code: |
| E-mail: | | Phone: |
| Category of Entry (whether Logo/Slogan: | | |
| Logo/Slogan Description | | |
| Please describe the symbolism behind your logo design/slogan: (Please use separate form for Logo/Slogan and mention category of entry) | | |
| Required Signatures | | |
| By participating in the Meghalaya Tourism logo design/Slogan contest, each entrant represents and understands that he/she has read and agrees to be bound by the contest's guidelines/rules. Each entrant further understands that if her/his logo design/slogan is selected as the winner, he/she will relinquish all claims, rights (including any moral rights), and benefits related to the display, modification, reproduction, publication, distribution, use, and other exploitations of the work, other than the prize awarded to the winning entry. This form must accompany all contest submissions. | | |
| Signature: | | Date: |