

All India Institute of Medical Sciences, New Delhi

Institute Day Logo design competition

1. Introduction:

AIIMS, New Delhi will celebrate 59th Institute day on 25 September 2104. We plan and exhibit patient education exhibition for public on 25-27th September 2014. This year it has been planned to have a standard logo for the day.

The Tag-line for the logo is: "**Better Health: Better Life**".

2. Who can participate?

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

3. **Vision:** Promote better health for better life.

4. Guide lines for the logo design competition & Technical specifications:

The logo should:

- a. The LOGO Preferably relate to public health on "**Better Health: Better Life**".
- b. Modern, Simple, smart, recognizable and memorable
- c. 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)
- d. The logo should be engrave in various material like wood, stone, plastic and acrylic
Do not copy from or any elements of the any existing logo.
- e. Submit files according to the following specifications. Entries not meeting these criteria will not be accepted. Submit the open scalable file (CMYK) on request.
- f. Send your entry to (email), kindly note that the total of the below may not exceed 10mb.
- g. 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 400x600 pixel format with a resolution of 72 dpi.
- h. A single multi-page (A4 size) pdf set for high resolution, containing the following in this order and with the following page restrictions:
 - Page 1: logo in color (Please mention the colours used in terms of numbers)
 - Page 2: logo in black and white
 - Page 3: in gray scale
 - Page 4: logo in 3 different sizes, 10mmX10mm, 25mmX25mm, 125mmX125mm
 - Page 5: documentation (summary, description or explanation of logo symbolism, designer's intent)
 - Page 6: short biographic information of designer or studio

5. Copyright and Patents:

- By entering this competition, the designer assigns the rights to AllMS New Delhi to use each submission. Each designer retains all intellectual property considerations associated with their submission.
- 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.
- In consideration for the prize money received, the winner agrees to transfer all applicable intellectual property considerations to AllMS New Delhi.
- 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:

- 1st Prize winning entry will receive a cash prize of Rs.10000/- (Ten Thousand only), an AllMS Plaque of appreciation and two days stay at AllMS guest house with local hospitality for outside Delhi only.
- 2nd Prize winning entry will receive a cash prize of Rs.5000/- (Five Thousand only) an AllMS Plaque of appreciation.
- 3rd Prize winning entry will receive a cash prize of Rs.3000/- (Three Thousand only) an AllMS Plaque of appreciation.
- Prize will be presented during the Institute day celebration at AllMS New Delhi. Exact date, venue and time will be intimated in due course.

7. Deadline and other terms and conditions:

- Entries will be judged on creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well they communicate the tag-line for the logo is: "Better Health: Better Life".
- Multiple entries from a single contestant will not be entertained.
- Each entry should accompany the scan copy of the enrollment form.
- Only online submission of entries is allowed.
- Email ID for submission of entry is: institutedaylogo2014@aiims.ac.in by 20.08.2014 till 12:00 midnight IST.
- The result will be displayed on the AllMS website (aiims.edu.in) within 31st August, 2014.
- The decision of the Selection Committee will be final and binding on all the contestants.
- The Management reserves the right to cancel the competition at any moment without giving any reason.
- 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
59th Institute Day Logo Design Competition, 2014

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>		
..... (Signature)		
Name:.....		