

**Directorate of Urban Transport, Govt. of UP**

*Presents*

**Online Logo and Tagline Designing Contest**

- Design a logo and tagline for Directorate of Urban Transport depicting City Bus Transport, Electric and CNG Buses and Sustainable Transport and submit it to [dutdgoup@gmail.com](mailto:dutdgoup@gmail.com) in JPEG format.
- Winners will be selected on the basis of creativity through Jury vote

Exciting Cash Prize of 10k for Winner

Last Date: 15th December 2021

For Details Contact: 0522-2838057/9918109823  
 Email: [dutdgoup@gmail.com](mailto:dutdgoup@gmail.com)  
 Website : [www.uputd.gov.in](http://www.uputd.gov.in)  
 Twitter : @DUT\_Lucknow

## **Logo Design & Tagline contest**

### **Introduction**

Under the JnNURM scheme of Government of India stimulus was provided for cities having populations more than ten lacs, for bus rapid transport system or organized urban transport mechanism for cities. Government of India, Ministry of Urban Development issued directives to various states for “Funding for purchase of buses for Urban Transport System under JnNURM”. To ensure a Sustainable Transport System, Government of India proposed the following reforms at state and city level.

### **Technical Parameters**

- Participants should upload the logo in JPEG/ JPG/ PNG format only.
- The logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in an editable and open file format. Participants should ensure that the original designs are submitted.
- Each entry should submit the detailed logic and explanation of rational and creative thoughts (not more than 100 words) on designed logo in a soft copy.
- Logo should be designed in a colored format. The size of the logo may vary from 5cm\*5cm to 30cm\*30cm in either portrait or landscape mode.
- The logo should be usable on the website/ social media such as Twitter/ Facebook, press releases and on printable such as stationery, signage, labels etc., magazines, commercials, holdings, standees, brochures, leaflets, pamphlets, souvenirs and other publicity and marketing material.
- The logo image should be in high resolution with minimum 300 DPI
- Logo should look clean (not pixilated or bit-mapped) when viewed on screen at 100%.

- Entries should not be submitted in compressed or self-extracting formats.
- The logo design should not be imprinted or watermarked.
- All the entries received would be assessed for awards by Selection Committee.
- The entries will be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact.
- 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 any decision of the Selection Committee.
- Winner shall be required to provide the original open-source file of the designed logo.
- Payment to the winner will be made through electronic mode for which the necessary bank details will be taken after the declaration of the winner.

### **Terms & Conditions**

- The Contest is open to all citizens across India.
- The submission of entry is free.
- All entries are to be submitted through Email (dutdgoup@gmail.com)
- After the acceptance of the prize, the winner cannot exercise any right over his/her submission. Directorate of Urban Transport reserves the right to use the prize-winning logo for promotional, advertising and display purposes. The logo can be adapted as per the requirement.
- The logo should not have been previously published in any print and digital media and must not contain any provocative, objectionable or inappropriate content.
- The logo should be in English/Hindi or in both.
- A participant can submit only one entry. Multiple submissions by the same participant would not be accepted.
- The logo design must be original and should not violate any provision of the Indian Copyright Act, 1957. Plagiarism/Copying of any nature would not be allowed.
- Anyone found infringing on others' copyright would be disqualified from the competition. Directorate of Urban Transport does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
- Once a winner is declared, he/she will need to revert through email within 3 working days or else another winner may be chosen.
- There will be no notification to the participants of the rejected entries.
- Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to the local jurisdiction of Lucknow courts. Expenses incurred for this purpose will be borne by the parties themselves.
- The winnings may be subject to Tax deduction and reporting. It shall be the sole responsibility of the contestant receiving the prize. Participants shall agree to supply any necessary information to affect the same and to fully cooperate in fulfilling all applicable legal requirements.
- The responsibility to comply with the guidelines and other conditions lies entirely with the participant(s) and the Directorate of Urban Transport shall not be answerable to any dispute raised by a third party.
- There would be no constraint on Directorate to adopt the logo that is judged to be best. Also, all rights to modify logos would be with the Directorate of Urban Transport.