



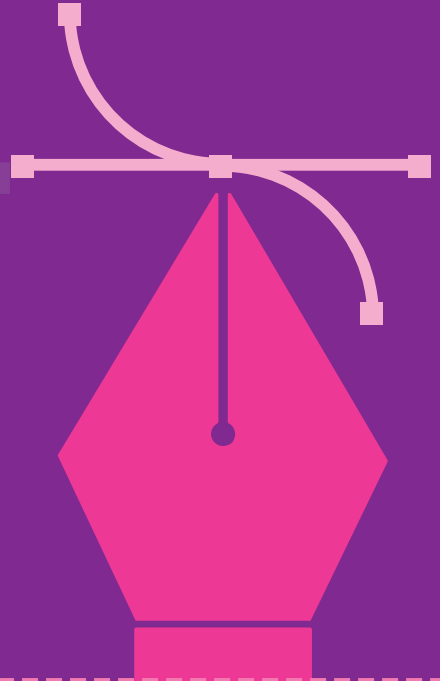
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Azadi Ka  
Amrit Mahotsav



# Redesigning of LOGO

for Department of Information  
and Public Relations, J&K

DIPR invites applications from the people of J&K,  
for redesigning its logo which is reflective of  
contemporary media and is in synchronization  
with the current technology trends.



The redesigned logo should be  
timeless, memorable & versatile.

- It should reflect the functions,  
vision and identity of the  
Department of Information  
and Public Relations.

Every entry must be  
accompanied by a brief  
writeup/ explanation in  
maximum of 1000 characters.

**Contest Starting Date**

**16-02-2023**

**Contest End Date**

**02-03-2023**

**Date of result shall be  
announced separately.**

**1st Position**

**₹25,000**

& a commendation certificate

**2nd Position**

**₹15,000**

& a commendation certificate

**3rd Position**

**₹10,000**

& a commendation certificate

**4th & 5th Position**

**₹5,000 each**

& a commendation certificate

**SUBMIT YOUR  
ENTRIES THROUGH**



<https://tinyurl.com/DIPRLogoCompetition>

**Department of Information and Public Relations, J&K**

## **TITLE AND BRIEF DESCRIPTION**

Showcase Your Creativity with the Department of Information & Public Relations, J&K, in a Logo Redesigning Contest.

The Department of Information & PR, Government of Jammu & Kashmir announces a public contest for redesigning its logo which represents the current communications landscape. All the creative individuals are invited to show off their skills and have a chance to get their design used as the Official Logo of the Department of Information & PR, J&K. The redesigned logo should be timeless, memorable and versatile; and should be compatible with Print, Electronic and Digital platforms.

The contest is open for all ages and to make it as accessible as possible, no prior experience is required. We want to see your original ideas and creativity – let your imagination run wild! The winning design will be chosen based on its creativity, originality and how well it reflects the functions, vision and identity of the Department of Information & PR.

**The competition is starting on 16-02-2023 and the deadline for submitting the designs is 02-03-2023.**The Top-5 entries will receive a Cash price and a Commendation Certificate. The winner of the contest will have his/her design used as the official logo of the Department of Information & PR, J&K.

Don't miss out on this exciting opportunity to show off your skills and have your work seen by thousands. We look forward to seeing all of your amazing designs.

## **TECHNICAL PARAMETERS**

1. Participants should upload the final logo in high quality image format only.
2. The size and shape of the final design is not specified but should be such that the logo is practically usable on digital, print, electronic and physical mediums. The logo should be usable on website/social media such as Twitter/Facebook/ YouTube/ Whatsapp etc. and on printed material such as black and white press releases, stationery and signages etc.
3. The logo should be in high resolution format.
4. Every entry must be accompanied by a brief writeup/explanation in maximum 1000 characters.
5. The design of the logo must not infringe on the Intellectual Property Rights of any third party.

## **EVALUATION CRITERIA**

1. All the entries received by the Department of Information and PR, J&K, will be assessed for awards by the Screening Committee for an initial evaluation at District level.

2. The district level committee shall comprise of three members and the committee will be headed by DIO.
3. Each District shall forward Top-3 entries for further screening at UT level.
4. After screening, all approved entries would be assessed by an Apex Committee for final evaluation at the Union Territory level.
5. The Apex Committee at the UT level shall comprise a minimum of 3 members.
6. Each entry shall be evaluated out of 100 marks on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well it communicates the profile of the Department of Information and PR, J&K.

#### **TERMS AND CONDITIONS:**

1. The logo must be original and should not violate any provision of the Indian Copyright Act, 1957. At the time of submission to this contest/ competition, the Intellectual Property Rights of the submission must belong to the person submitting the logo. It shall be the responsibility of the person submitting the entry/ logo in this competition to ensure this.
2. All entries are governed by the provisions of Logos and Names (Prevention of Improper Use) Act, 1950 and any violation of the said Act will result in disqualification.
3. The participant must be the same person who has designed the logo and no plagiarism of any kind would be allowed.
4. Department of Information and PR, J&K, reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria at any point during the contest.
5. The responsibility to comply with the guidelines and other conditions lies with the participant and Department of Information and PR, J&K, shall not be liable for any dispute raised by a third party.