



डा0 ए0पी0जे0 अब्दुल कलाम प्राविधिक विश्वविद्यालय, उत्तर प्रदेश
DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY

सेक्टर-11, जानकीपुरम विस्तार योजना, लखनऊ-226031

पत्रांक: ए0के0टी0यू0/अधि0 छात्र क0/2024/248

दिनांक: 21-09-2024

To,
The Director/Principal
All Institutions affiliated to Dr. A. P. J. Abdul Kalam
Technical University, Uttar Pradesh, Lucknow

Subject: Invitation to participate in the “Logo Design Competition”-regarding.

Dear Sir/Madam.

It is with immense pleasure that the University is inviting the students of our institutions to participate in a LOGO design competition to mark the 25th anniversary of the University.

The Participants have to design a logo based on the theme “Silver Jubilee year of University”. The first-three short listed designs will be awarded cash prizes of INR 10,000 (1st position), INR 8,000 (2nd position) and INR 5,000 (3rd position) respectively.

I hope that the students will participate whole-heartedly in the event and share their innovative designs with us latest by **30th Sept, 2024**. You are requested to share it and encourage the students of your institute to participate in the event. (weblink <https://forms.gle/ondM3J3ddL3U33Rf6>). Terms & Conditions are attached for ready reference.

Encl: As above

Sincerely Yours

(Reena Singh)

Registrar

C.C. to the following for kind information:

1. Finance Officer, AKTU, Lucknow
2. All Deans, AKTU, Lucknow
3. Public Relations Officer, AKTU, Lucknow
4. Staff Officer, AKTU, Lucknow for kind perusal to Hon`ble VC Sir

(Reena Singh)

Registrar



Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

Silver Jubilee Logo Design Competition

Terms and Conditions to participate in the Logo Design Competition

How to Participate

- Competition is open for all the students of AKTU affiliated institutions.
- Participation is permitted in individual capacity only. Group entries will not be entertained.
- Please read the Detailed Guidelines, Terms and Conditions, Parameters and Evaluation Criteria.
- Submit entries at: <https://forms.gle/ondM3J3ddL3U33Rf6>
- The last date for submission of entries: 30th September 2024

Terms & Conditions

1. All entries must be submitted at <https://forms.gle/ondM3J3ddL3U33Rf6>. Entries submitted through any other medium/mode would not be considered for evaluation.
2. The entry should be accompanied by a brief explanation of the design and how it best symbolizes the ethos of the AKTU Silver Jubilee Celebration. Also, AKTU Logo can be merged in the design.
3. The winning logo would be the intellectual property of the competition organizers-AKTU as soon as the results are declared, and the winners cannot exercise any right over them thereafter.
4. The winner shall be deemed to have surrendered copyrights of the winning logo to AKTU as soon as the results are declared. The winner will also be required to give an undertaking for the same.
5. The prize-winning logo maybe used by AKTU in any manner they deem fit as well as AKTU reserves the right to modify (or fine-tune) the prize-winning logo. Aso, AKTU reserves the right to not use the prize-winning logo at all, and/ or to use an alternative logo and/or to not use any logo at all.
6. The logo must not contain any provocative, objectionable or inappropriate content.
7. Only one entry per participant would be considered.
8. Please note that the logo must be original and should not violate any provision of the Indian Copyright Act, 1957.
9. AKTU does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.
10. The design of the logo must not infringe on the Intellectual Property Rights of any third party. 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.
11. The participant must be the same person who has designed the logo and the motto and no plagiarism of any kind would be allowed.
12. AKTU reserves the right to cancel or amend all or any part of the competition and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria. However, any changes to the Terms & Conditions/Technical Parameters/ Evaluation Criteria, or cancellation of the competition, will be updated/posted on www.aktu.ac.in
13. The responsibility to comply with the guidelines and other conditions fully lies with the participant and AKTU shall not be liable for any dispute raised by any third party.
14. The results of the contest would be declared at www.aktu.ac.in.
15. Any legal proceedings arising out of this competition shall be subject to local jurisdiction of Lucknow.

Technical Parameters

1. Participants should upload the logo in JPEG or PNG or PDF or CDR format only.
2. A specification sheet containing graphical construction of the design in exact proportions in a bigger size, along with final design, theme synopsis and concept is required to be submitted.
3. All technical details, including file formats, can be structured in the sheet itself. The size of the final design may vary from 4 X 4 cms to 6 X 6 cms. (Note: The logo need not be square. We are not specifying any geometrical shape. The dimensions above indicate only the minimum and maximum 'frame' sizes of usage.)
4. The logo should be in high resolution with minimum 300DPI.
5. The logo should be designed on a digital platform only.
6. The logo should be usable on the website/social media such as Twitter/Facebook and on printed material such as black and white press releases, stationery and signage.
7. Participants should not imprint or watermark logo design.
8. Every entry must be accompanied by a brief write-up/explanation in maximum 250 words. This write-up too should be uploaded, preferably in PDF format.
9. Participants must keep the native/editable/ openfile format also ready – for a follow up submission if necessary. During the course of evaluation, participants may be asked to resubmit their entry in different size(s)/ format(s)etc.

Selection Process

1. All the entries received would be assessed for awards by Screening Committee for an initial evaluation. After such screening, all approved entries would be assessed by a Selection Committee for final evaluation.
2. Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well they communicate about the theme of Silver Jubilee Celebration of AKTU.
3. 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 Selection Committee.