

Guidelines for the Logo Design Contest for Know India Programme

Logo Requirements

- **Professional:** This logo will be featured on Ministry's website, social media platforms and other mediums (stationary, pamphlets, t-shirts etc). As a result, the logo should be eye-catching and legible.
- **Theme:** Logo must promote the Know India Programme scheme of the Government of India which aims –“To reconnect the Indian diaspora youth of the age group 18 to 30 years with their Indian roots”.
- **Color:** There are no limitations and any colors may be used. However, logo must look good in color (if any) or black and white. The logo may be created using pencils, crayons, markers, and paint. Also, the logo may be created with a computer drawing program.
- **Integrity:** Logos cannot contain copyrighted material. There should be no watermarks on design entries. Logos must have been created and edited by the contestant(s). Logos may not include images or licensed images that have been previously published. Logos must be easily reproducible and scalable for large and small formatting. The logo should be simple, not be complicated or confusing, and all elements must be discernible when reproduced in smaller sizes

Participation Eligibility Criteria

The competition is open to all People of Indian Origin (PIOs.)

Contest Details

- Winners will be selected by the Ministry of External Affairs. Contestants agree that the Ministry may publish their logo and name(s) and may use both for advertising campaigns and/or marketing materials in the future. Contestants assign all ownership rights, including all intellectual property rights of the logo, to Ministry of External Affairs, Government of India. Additionally, the Ministry may alter, modify or revise the logo. The Ministry also reserves the right to not select a winner if, in its sole discretion, no suitable entries are received.

How to Enter the Contest

- The contest **begins on September 1, 2019**. Submissions will be accepted through **October 15, 2019**. Winner will be announced via the website of the Ministry and its Missions/Posts, social media websites and by direct contact to the winners' email accounts. In order for the entry to be submitted and reviewed by the judges, all entries must be:
 - Submitted directly to [Nodal contact from Mission]
 - Submitted in their original source file and
 - Submitted as a high resolution .pdf with 300 dpi or higher.