



Logo Design Contest for Hyderabad Pharma City

Government of Telangana invites creative logo design for its flagship initiative called **Hyderabad Pharma City (HPC)**. The final design will be used as the official logo for HPC.

Who can participate: Any agency or individual

How can you participate: Please send your logo design (as per the guidelines defined in this document) along with a short description, a tag line, and your details in the below format to pm1-hpc-iic@telangana.gov.in

- Name (it should match with ID proof):
- E-mail ID:
- Mobile no:
- Address:
- State:
- Country:
- Attachment as prescribed under T&C:
- Description of the Logo design in your own words (not more than 150 words):
- Subject Line: 'Logo submission for HPC' <followed by your name or entity>

The winner will receive a cash prize of Rs.1,00,000/- (INR One Lakh Only) and a letter of appreciation from Telangana Government

Detailed guidelines, terms and conditions, parameters and evaluation criteria are mentioned below:

- The last date of submission is 30th September 2020 (1700 hrs. IST)
- Tentative dates of result announcement will be on or before 5th October 2020 (1700 hrs. IST)
- For any contest related queries, please email to: pm1-hpc-iic@telangana.gov.in

Only entries submitted through the specified email will be considered for the contest.

About Hyderabad Pharma City (HPC):

- HPC is a flagship initiative of Government of Telangana to provide an integrated and sustainable ecosystem for the pharmaceutical industry.
- HPC campus is spread across 19,000 acres and is poised to be one of the world's largest cluster for pharmaceutical industry with a thrust on R&D and manufacturing. It aims at harnessing the true value of symbiotic co-existence across the entire pharma value chain.
- State Government intends to develop HPC as a new international benchmark for smart, innovative, eco-sensitive & sustainable integrated industrial cluster for the pharmaceutical industry.
- Government of India has already accorded the National Investment and Manufacturing Zone (NIMZ) status to HPC, signifying the crucial role, the pharma city is expected to play for not just India, but for the world.
- Logo should symbolize the following tenets / constituents of the project, among other things:
 - Sustainable and eco-sensitive
 - Pharmaceuticals sector
 - Hyderabad element / Leveraging Hyderabad



Terms & Conditions

- The contest is open to anyone from India and abroad.
- Contestants can send one / multiple logo designs, along with a proposed tag line.
- The cash prize amount specified includes all the applicable taxes for the individual / entity.
- All the language used for communication and designing of the logo needs to be in English.
- The winning design of logo(s) would be the intellectual property of HPC and TSIIIC. The winner(s) cannot exercise any right over it, after the acceptance of the prize.
- All contestants must submit their entries to the official email ID that is intended to receive HPC logo designs (pm1-hpc-iic@telangana.gov.in). Entries submitted through any other medium/mode will not be considered for evaluation.
- 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 original designs are submitted.
- All fonts used in logo should be converted to outlines.
- Participants should attach the logo in JPEG/PNG/PDF format only. The winner of the competition shall be required to submit the design in open file vector format (EPS, CDR, PSD) after the finalization of the logo.
- File received should be in high resolution – at least 300 pixels per inch at 100% size. File should look clean (not pixilated or bit-mapped) when viewed on screen at 100%.
- The logo should be designed in color. The size of the logo should not exceed 10 MB in either portrait or landscape.
- The logo should be usable on the website/ social media such as Twitter/ Facebook and on printed materials such as b/w press releases, stationery and signage, labels, etc.
- HPC / TSIIIC will have all necessary rights to modify the prize-winning logo(s) and add or delete any information or design feature in any form to it.
- The prize-winning logo(s) can/ will be used by HPC for promotional and display purposes of its freewill at any platform.
- The logo design must be original and should not violate any provision of the Indian Copyright Act, 1957. Anyone found infringing on others' copyright would be disqualified from the competition. In case of any copyright issues, the participant/applicant would be responsible to settle any legal proceedings arising out of it at his/her end, and HPC would not be responsible. Plagiarism of any nature is strictly not be allowed for the contest. Anyone found infringing on others' copyright will be disqualified from the contest.
- Participant(s) is/are required to ensure that his/her profile given is accurate and updated since HPC would be using this for further communication. Entries with incomplete profiles will not be considered.
- HPC reserves the right to cancel or amend all or any part of this contest and/ or terms and conditions/ technical parameters/ evaluation criteria. However, any changes to the terms and conditions/ technical parameters/ evaluation criteria, or the cancellation of the contest, will be updated/ posted on the TSIIIC platform. It would be the responsibility of the participants to check the updates or any changes stated for this contest.
- All the entries received by HPC will be scrutinized for awards by a selection committee. Please check the evaluation process below for more details.
- Entries will be judged based on relevance, appropriate portrayal of the project, visual impact, creativity, originality and artistic merit.
- The decision of the selection committee will be final and binding on all the contestants and no clarifications would be issued to any participants or on any decision of the selection committee.
- Once a winner is declared through email; he/she/agency will need to revert through email within two working days or else another winner will be chosen.



- The logo design should not be imprinted or watermarked.
- Only the winning entries will be notified through their email. All rejected entries will not be notified.
- Any legal proceedings arising out of the competition/ its entries/ winner shall be subject to local jurisdiction of Telangana state only.

Evaluation Process:

- All entries received before the submission date (30th September 2020, 1700 hrs IST) and abiding with the terms shall be evaluated by the selection committee. The committee shall shortlist the entries and decide the winner if found suitable.
- Entries shall be judged based on the requirements, brief, and the objectives of HPC project. Careful consideration will be given to relevance, creativity, originality, composition, creative excellence, simplicity, and artistic merit, and how is it communicated to the theme of HPC.
- The decision of the selection committee in HPC will be final and binding on all the contestants, and no clarifications would be issued to any participants or on any decision of the selection committee.
- The winner will be announced through the same email from which the entry is received. Tentative date is 5th October 2020, 1700 hrs IST.
- HPC reserves the right not to proceed with competition at any stage.
- Payment for the winner shall be made either through cheque / DD or through electronic transfer as authorized by the name of the individual / entity, upon providing necessary ID proof.