

অসম চৰকাৰ



GOVERNMENT OF ASSAM



Logo & Tagline Design Contest...

1st Prize - Rs.50,000/-
2nd Prize - Rs.25,000/-
3rd Prize - Rs.15,000/-

Uberization Scheme

Uberization Scheme of ASTC. "An initiative to narrow down the gap between buses per person in the state of Assam by adopting light asset model of Bus operations".

Objective:

1. Affordable.
2. Reliable.
3. Safe.
4. Timely public Transport facilities.

In this regard, ASTC is holding a logo and tagline design contest inviting entries from across the state of Assam. Hence, the logo should represent the true objective(s) of uberization along with the rich socio-economic & cultural element of the state of Assam.

Eligibility Criteria:

1. Must be an Indian Citizen.
2. Age should be upto 21 years.
3. Each participant can submit only one entry.



The logo and the tagline must be submitted in png or jpeg format only, provided in both CYMK and RGB formats.

For more details, log on to :

assam.mygov.in

Last Date of submission: 02/03/2020

Terms & Conditions

- The Logo & Tagline design must be original and should not violate any provision of the Indian Copyright Act, 1957 or the Intellectual Property Rights of any third party. The Logo & Tagline should not have been previously published in any print and digital media and must not contain any provocative, objectionable or inappropriate content.
- In case of any copy right issues, the participant/applicant will be responsible to settle any legal proceedings arising out of it at his/her end. Assam State Transport Corporation (ASTC) will not be responsible. Plagiarism of any nature is not allowed. Anyone found infringing on others' copyright would be disqualified from the contest.
- All entries are governed by the provisions of Emblems and Names (Prevention of improper use) Act, 1950 and any violation of the said Act will result in disqualification.
- The participant should make sure that his/her biodata profile is accurate and updated for further communication. This includes details such as name, latest photo, country declaration, complete postal address, email ID and phone number. Entries with incomplete profiles would not be considered.
- The onus will be on the participant/applicant to prove that he/she is the only authorized representative to send the entry for the Award Scheme. In case of the selection of the Logo & tagline for an award, it will be given to the participant/ applicant only. ASTC will, in no way, be responsible for any dispute, legal or otherwise arising out of it.
- The responsibility to comply with the Submission of entries, Competition Technical Criteria and Selection Process fully lies with the participant(s) and ASTC shall not be answerable to any dispute raised by a third party.
- ASTC takes no responsibility for corrupted or late entries.
- The winner will be declared through email or by way of announcing his/her name on the ASTC page. The result of the competition will also be uploaded on the website of the ASTC, i.e. : www.astc.assam.gov.in
- The winning Logo & Tagline would be the intellectual property of the ASTC and the winner shall not exercise any right over it. ASTC will have unfettered right to modify the prize winning logo/entry or add/delete any info/design feature in any form to it. The winner will not exercise any right over his/her Logo & tagline and shall not use it in anyway.
- The winning Logo & Tagline is meant to be used by ASTC for promotional and display purposes. Information, Education and Communication materials and also for any other use as may be deemed appropriate.
- The Logo & Tagline should be usable on the website/mobile app/social media such as Twitter/Facebook/Instagram and on Magazines, Commercial Hoardings/Standees, Brochures, Leaflets and Pamphlets, Souvenirs and other Publicity and Marketing materials.
- There will no notification to participants of rejected entries.
- ASTC 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 ASTC. It would be the responsibility of the participant to keep himself/herself informed of any changes in the Terms and Conditions/Technical Parameters/Evaluation Criteria stated for this Contest.

Eligibility Criteria

- Must be an Indian Citizen.
- Age should be upto 21 years.
- Each participant can submit only one entry.

Personal Details

Each applicant must submit their entry (Logo & Tagline), followed by their personal details in the following format:

Personal Details	
Name:.....	Please affix a recent passport size photo.
Age:.....	
School/College:.....	
Class/Standard:.....	
Full Address:.....	
Phone No:.....	
Email ID:.....	
Country:.....	

Technical Criteria

- Logo & Tagline should be submitted in JPEG, PNG or PDF format only.
- Logo & Tagline should be designed in colour. The designed logo shall be provided in both CMYK and RGB formats. The size of the logo may vary from 5cm*5cm to 60cm*60cm in either portrait or landscape.
- The Logo & Tagline should be usable on the website/social media such as Twitter/Facebook and on printed materials such as black and white press releases, stationary and signage, labels etc.
- The Logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in open file format (EPS/CDR/PSD). Participants should ensure that original designs are submitted.
- All fonts should be converted to outlines.
- File should be high resolution - at least 300 pixels per inch at 100% size and less than 2mb.
- File 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.

For submission of entries, please visit:

assam.mygov.in

ASSAM STATE TRANSPORT CORPORATION