

# KBCNMU Center for Innovation, Incubation and Linkages

An Incubation Center of Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon  
(Section 8 Company CIN: U85300MH2019NPL330765)

Empowered by Department of Skill Development and Entrepreneurship, Govt. of Maharashtra under  
Maharashtra State Innovation Society Incubator Scheme

Website- <http://www.nmu.ac.in/kciil/index.html>, Email- [kciil@nmu.ac.in](mailto:kciil@nmu.ac.in)

Ref: KBCNMU/KCIIL/21/2021

Date: July 01, 2021

## **Contest for Designing a logo & tagline for KCIIL**

KBCNMU Centre for Innovation, Incubation & Linkages KCIIL is established at Kavayitri Bahinabai Chaudhari North Maharashtra University (KBCNMU) campus to promote innovative startups through the University ecosystem. KCIIL would facilitate and translate ideas and innovations into useful technologies to address the societal problems by startups.

The contest is for designing a logo and tagline for 'KCIIL'. The selected logo and tagline shall be used to represent KBCNMU-Centre for Innovation Incubation and Linkages. The logo and tagline should be vibrant and modern. Each entry should include a logo and tagline along with a detailed logic and explanation of rational and creative thoughts (not more than 100 words).

- First Prize: **Rs 5,000/-**  
Last date for submission: ~~June 30, 2021 12:00 pm~~ **July 15, 2021, 12:00pm**
- Design a logo and tagline for KCIIL

### **Terms & Conditions**

1. All entries must be submitted online on the email- [kciil@nmu.ac.in](mailto:kciil@nmu.ac.in). **Note: At the time of submission mention "Logo for KCIIL" in subject line of email.**
2. The contest is open for public, agencies and individuals across all geography, age and demography.
3. The submission of entry is free.
4. The logo design must be original and should not violate any provision of the Intellectual Property Rights of any country or of any third party.
5. The logo should not have been previously published in any print and digital media and must not contain any provocative, objectionable or inappropriate content.
6. In case of any copyright issues, the participant/applicant will be solely responsible to settle any legal proceedings arising out of it at his/her end. KCIIL will not be responsible.
7. Plagiarism in any form is not allowed. Anyone found infringing on others' copyright would be disqualified from the contest.
8. 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.
9. The participant should make sure that his/her profile on KCIIL website 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 etc. Entries with incomplete profiles would not be considered.

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10. The responsibility to comply with the Submission of entries, Competition Technical Criteria and Selection Process fully lies with the participant(s) and KCIIL shall not be answerable to any dispute raised by a third party.
11. KCIIL takes no responsibility for corrupted or late entries.
12. The winner will be declared by way of announcing his / her name on the KCIIL webpage and by means of email sent on his/her email id registered at KCIIL. Once a winner is declared, he/she will need to revert through email within 2 days or else another winner may be chosen.
13. The winning Logo would be the intellectual property of KCIIL in perpetuity and the winner shall not exercise any right over it.
14. KCIIL will have unfettered right to modify the prize -winning logo and tagline or add/delete any info/design feature in any form to it. The winner will not exercise any right over his/her name and shall not use it in any way.
15. The winning Logo is meant to be used by KCIIL for promotional and display purposes, information, and education and communication materials and also for any other use as may be deemed appropriate. KCIIL may assign rights of the logo for usage to other bodies at its sole discretion.
16. The Logo should be usable on printed, website or online media.
17. There will be no notification to participants of rejected entries.
18. KCIIL 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 KCIIL platform. 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.
19. In case of any issue/ clarification etc., only the English version shall be followed.

## Technical Criteria

1. Logo should be submitted in JPEG or PNG format only.
2. Each entry should include a logo unit/symbol along with a detailed logic and explanation of rational and creative thoughts (not more than 100 words). The entries should be submitted in a soft copy.
3. The Logo 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 and on printed materials such as black and white press releases, stationery and signage, labels etc.

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4. The Logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in open and editable file format (EPS/CDR/PSD).
5. Participants should ensure that original designs are submitted.
6. All fonts should be converted to outlines.
7. File should be high resolution – at least 300 pixels per inch at 100% size.
8. File should look clean (not pixilated or bit-mapped) when viewed on screen at 100%.
9. Entries should not be submitted in compressed or self- extracting formats.
10. The logo design should not be imprinted or watermarked.

## Selection Process

1. The entries will be evaluated by a committee of experts constituted for the purpose by KCIIL and results shall be displayed on KCIIL Website ([www.nmu.ac.in](http://www.nmu.ac.in)). The winners will be communicated through email.
2. The Committee will shortlist the entries and will decide the winner if an entry is found suitable.
3. 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 the theme.
4. The decision of the Committee would 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.
5. Winner shall be required to provide the original open source file of the designed logo.
6. KCIIL, if it so decides, reserves the right not to proceed with the competition at any stage.
7. Payment to the winner will be made through electronic transfer for whom the necessary bank details will be requested after declaration of winner of the contest.

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