

LOGO, TAGNAME AND TAGLINE CONTEST

FARIDABAD CITY TRANSPORT SERVICES LIMITED

BACKGROUND

A City Bus Service is being initiated in Faridabad. The Detailed Project Report (DPR) for this City Bus Service (CBS) was prepared by Faridabad Smart City Limited (FSCL) and was approved by Hon'ble CM Haryana. Intra city bus services are being implemented in Faridabad to achieve the objectives of:

- ▶ an efficient, user-friendly and sustainable Public Transport (PT) services to the citizens; and
- ▶ To achieve a modal shift in favour of PT to reduce road congestion, improve journey speeds and air quality.

Based on the above, two types of bus service have been planned for the Base Project year i.e. Metro feeder services (10 routes) and east-west connection (9 routes). The buses to be deployed are CNG fuelled midi buses (AC for feeder services and Non-AC for intra-city routes). The buses shall also have on board GPS based Automated Vehicle Location System, Passenger Information System, CCTV Video Surveillance Security Camera System and Network Video Recorder along with Electronic Ticket Vending Machines (ETVMs) with Smart Card and GPS compatibility.

A Special Purpose Vehicle (SPV) - Faridabad City Transport Services Limited has been constituted to undertake implementation, operation and management of the City Bus Services.

Now FCTSL plans to design a Logo, Tag name and Tagline for its City Bus Service in order to have an appropriate and impactful logo and tagline. Therefore, it intends to organise a contest open to citizens of India to design the same. The tag name and line should be catchy. The tag name should not exceed three words and the tagline may include up to a maximum of 08 words reflecting the vision of the City Bus Service. The winning entry may be adopted by FCTSL as its official logo and tagline.

PARTICIPATION CONDITIONS

A. Technical Criteria

1. The Logo should be submitted in Image Format (jpg) only.
2. The designed logo shall be provided in both CMYK and RGB formats. 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.
3. The size of the logo may vary from 5cm*5cm to 60cm*60cm in either portrait or landscape orientation.
4. The logo should be usable on the website / social media such as Twitter / Facebook and on printed materials such as black and white press releases, stationery and signage, labels, bus bodies and all hoardings of FCTSL etc.
5. All fonts should be converted to outlines.
6. Image should be of high resolution - at least 300 pixels per inch at 100% size and should look clean (not pixelated or bit-mapped) when viewed on screen at 100% viewing size.

7. Entries should not be submitted in compressed or self-extracting formats.

B. Terms and Conditions of Participation

1. Participant must be a citizen of India.
2. Entries are invited for the following three categories:
 - Logo;
 - Tag name in Hindi/ English language. Hyphenated words are acceptable; and
 - Tag Line in Hindi/ English language.
3. The participant [s] entry will be judged on merit basis. In case of final selection, the Participant will receive the prize money as given in Part c and an appreciation certificate from FCTSL.
4. More than one entry from a participant in any category (Logo, Tag Name and Tag Line) will not be accepted.
5. FCTSL will have the copyright on all the entries submitted. By submitting an entry, the participant[s] agree(s) to transfer the Intellectual Property Rights (IPR) to FCTSL till the announcement of the selected entry is made. Post the announcement of the selected entry, the IPR of the selected entry will be transferred to FCTSL permanently.
6. The participant [s] represent [s] and warrant [s] that he/she will comply with all applicable laws.
7. The logo 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 should not have been published previously in any print and digital media and must not contain any provocative, objectionable or inappropriate content.
8. In case of any copyright issues or other similar issues, the participant/applicant will be responsible to settle all legal proceedings arising out of it at his/her end. FCTSL will not be responsible for any such issues.
9. There will only be one winner in each Category i.e. Logo, Tag Name and Tagline.
10. The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants on any decision of the Selection Committee.
11. Entries for Logo would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity and visual impact and how well it communicates the ethos of the Public Bus Service.
12. The Slogan should be catchy and should not be more than 8 words.
13. FCTSL reserves the right to reject any entries based on its discretion.
14. All prizes are non-transferable.
15. Participants must provide accurate contact details in the application Form.

C. Contest Prize Details

S.No.	Category	Prize Amount in Rs.
1.	Logo	11000/-
2.	Tag Name	3100/-
3.	Tagline	3100/-

D. Submission Details

1. Entries may be submitted online at: - "www.smartcityfaridabad.co.in"
2. Last Date and Time of Submission: - 25/07/2019 up to 5.00 pm.