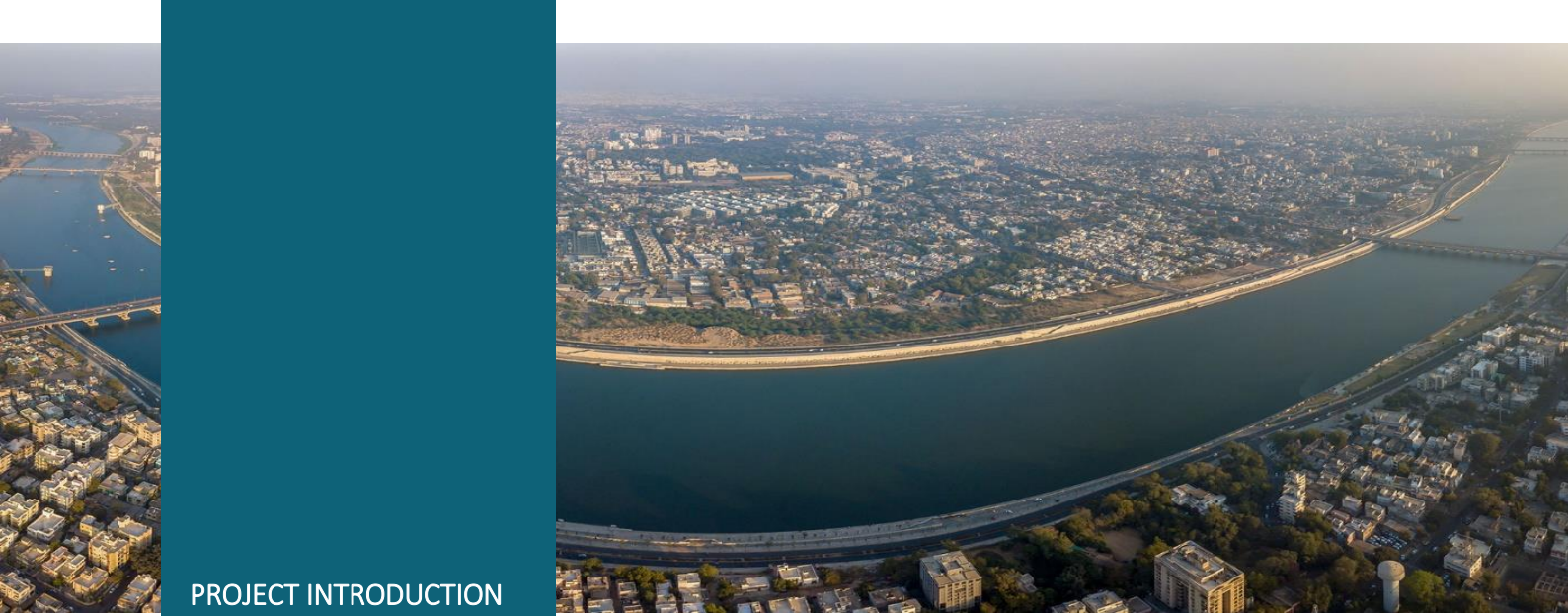


# LOGO DESIGN COMPETITION

*for* **SABARMATI RIVERFRONT  
DEVELOPMENT  
CORPORATION LIMITED**





## PROJECT INTRODUCTION

The Sabarmati River has been an integral part in the life of Ahmedabad since the time the city was founded in 1411 along the River banks. Besides being an important source of water, it provided a backdrop to cultural and recreational activities. The Sabarmati Riverfront Development (SRFD) Project approach is to bring about an overall environmental improvement, social upliftment and sustainable development along the Riverfront.

One of the key features of this project is a two-level, continuous promenades/walkways at the water's edge along each bank of the River. The 11.5 km long promenades/walkways built serves pedestrians and cyclists and provide access to the River and also hosts a variety of public features at the city level. The Riverfront is now adorned with picturesque Parks & Gardens, Riverside Walkways, Atal Bridge, Biodiversity Park, state-of-the-art Sports Parks, Event Centre, Pedestrian Walkways etc. The Sabarmati River has created a complete ecosystem that exudes Joy and Happiness.

Atal Bridge, an engineering marvel, is an emotion that connects the east and west part of Ahmedabad. This pedestrian only bridge on the Sabarmati Riverfront has been hosting thousands of visitors on a daily basis from it's inception. The Sabarmati Riverfront has added a world of water sports and exhilarating activities for the people. With its stunning backdrop and serene waters, the Sabarmati Riverfront offers a variety of water sport activities including River Cruise and Kayaking.

The entire development of the Project is towards Urban Regeneration and Environmental Improvement which has transformed the River as a focal point of Leisure and Recreation. There is a soothing ambience and life surrounding this beautiful ecosystem. The SRFD Project has become a model Riverfront Development in the Country and has inspired other Cities in the Country to create such Riverfronts at their locations also.

Sabarmati Riverfront Development Corporation Limited had designed its Logo in 1997. At that time, many elements were kept in mind while designing an appropriate Logo for SRFD Project.

In this many years, this People Centric Public Project has developed an ecological ecosystem surrounding the Project area and has become an identity of the Ahmedabad City and one of the important Project of the Gujarat state. As the logo reflects the spirit of the Project, over a period of years with the development of the Project, the core value has to get reflected from the logo. With the help of the new logo, SRFDCCL wants to reflect today's fundamentals of the Project. SRFDCCL is inviting interested individuals, agencies, creative professionals and enthusiasts to take part in this design competition and be a part of creating a new identity of Sabarmati Riverfront Development Project.



## ELIGIBILITY AND SUBMISSION REQUIREMENT

1. The competition is open from 23<sup>rd</sup> July, 2024 to 23<sup>rd</sup> August, 2024 till 05:00 PM hours.
2. The participation in the competition is open to all individuals, agencies and creative professionals.
3. Age Limit: 18 years and above.
4. Participants can submit only one design for Logo along with the Tagline (sent through single email only). Same participant or email account used for multiple entries would be considered invalid.
5. No payment of fee is required for the submissions.
6. Late submissions shall not be accepted or considered.
7. All the entries must be uploaded/submitted online to ***shushant.bhatt@srfcl.com*** in digital format (JPEG/SVG/ PNG/PDF).
8. Logo designs shall be submitted in high-resolution digital format (JPEG/SVG/ PNG/PDF). Logo must be easy to use, handle, resize, and manipulate for all purposes. It should be visually appealing on both small (as small as 2cm x 2 cm) and large scales.
9. The logo should be in high resolution with minimum 600 DPI and should look clean (not pixelated or bit-mapped) when viewed on screen at 100% resolution.
10. Participants shall not imprint or watermark logo design.
11. The tagline may be in Gujarati, Sanskrit or English. The tagline shall not have more than 6 words.
12. Taglines shall be provided in a text document or PDF. The tagline should not have been previously published in any print and digital media
13. The logo design along with the tagline must be adaptable onto any form/surface including websites, social media platforms, press releases, stationery, signages, banners, letterheads, flyer, posters, etc.
14. Participants shall include their full name/agency name, authorized representative details, contact information, valid government ID proof and a brief explanation of the concept behind their logo along with the tagline.



## SELECTION PROCESS

1. **1<sup>st</sup> Stage:** The designs along with the taglines submitted shall be scrutinized by the Selection Committee, SRFDCL.
2. **2<sup>nd</sup> Stage:** Top 5 logo designs along with the taglines shall be selected for presentation before the Project Committee, SRFDCL.
3. Thereafter, SRFDCL shall select the winning logo designs along with the taglines. In this regard, the decision of SRFDCL shall be deemed final.
4. Entries shall be judged on the basis of various parameters including but not limited to the elements of creativity, originality, composition, technical excellence, aesthetic qualities, simplicity, artistic merit, visual impact, audio impact among others. The logo design along with the tagline shall not defeat the purpose of Sabarmati Riverfront Development Project. The logo's design along with the tagline should reflect the core values of the Project.
5. Every entry must be accompanied by a brief write-up/ explanation of not more than 300 words. This write-up has to be uploaded along with the proposed logo and the tagline. The write-up should elaborate the concept behind the logo along with the tagline, which should be symbolic with the essence of the Project.
6. During the course of evaluation, SRFDCL, may ask participants to resubmit their entry in different size(s)/ format(s) etc., depending upon requirement.
7. Three (3) logo design along with the tagline shall be selected, out of which;
  - Winning logo along with the tagline shall be awarded reward of Rs. 1,00,000/- and its logo design may be selected.
  - Appreciation Certificate shall be awarded to 1<sup>st</sup> and 2<sup>nd</sup> runner up.However, the winning logo along with the tagline may not automatically become the final logo and tagline for Sabarmati Riverfront Development Corporation Limited.
8. The winning participant/s shall be informed about their status through e-mail.
9. All the entries received by SRFDCL would be assessed by SRFDCL at one or more stages, depending upon the requirement.
10. Participants can submit only one design for Logo along with the Tagline.



## INTELLECTUAL PROPERTY RIGHTS


1. Plagiarism is strictly prohibited. Logo along with the tagline shall not contain any material (Photograph, icon, symbol, image etc.) that is copyright protected.
2. The logo and tagline must not contain any objectionable, provocative, or inappropriate content.
3. SRFDCL shall not be liable for any disputes related to copyright or design infringements in submitted entries. Participants agree to indemnify SRFDCL against any claims.
4. The Participants shall be solely responsible for any copyright violation or infringement of Intellectual Copyrights in making the logo.
5. Participants acknowledge and agree that all copyright and other rights in the logo including rights in the drawings, text or any other content submitted to SRFDCL in respect of this competition shall be solely and exclusively owned by the SRFDCL.
6. All Participants agree to assign absolutely to SRFDCL, without charge, all intellectual property rights, including the right to use, reproduce, modify, publish, license and/or otherwise deal with (whether for commercial and non-commercial purpose) the submitted logo design(s).
7. By entering the competition, participants grant SRFDCL the right to use the winning logo in promotional materials, including but not limited to brochures, websites, and merchandise without any compensation, apart from the reward mentioned herein.
8. Participants shall abide by the Digital Personal Data Protection Act, 2023, Indian Copyright Act, 1957 and all applicable laws/guidelines/regulations for logo designing.



## DISCLAIMER

1. SRFDCL shall not be responsible for lost, late, misdirected, incomplete, illegible, or otherwise unusable entries, including entries that are lost or unusable due to computer, internet, or electronic problems.
2. Incomplete entry in any respect or not fulfilling the terms and conditions of the competition will be rejected without assigning any reason thereof.
3. The winner has to submit the required proofs before SRFDCL prior to claiming the reward.
4. RAW versions shall be submitted by winning entries.
5. Employees at SRFDCL/AMC and their immediate family members shall not be eligible to participate in this competition.
6. Participants are expected to adhere to ethical practices, including respect for copyright and privacy laws.
7. Inappropriate or offensive content will lead to disqualification.
8. Participants shall be disqualified for any breach of the competition rules or attempts to manipulate the voting or judging process.
9. SRFDCL reserves the right to cancel or amend all or any part of the competition and/ or the Rules and Guidelines. The Participants are required to visit website of SRFDCL for any updates related to this competition.
10. The winning logo along with the tagline may not automatically become the final logo and tagline for Sabarmati Riverfront Development Corporation Limited.
11. By entering this competition, participants agree to be bound by the competition rules. Violating any rule or not following instructions may eliminate Participants' eligibility.
12. Any legal proceedings arising out of this competition/its entries/winners shall be subject to local jurisdiction of Ahmedabad.
13. SRFDCL at its sole discretion reserves the right to disqualify any entry or not to announce winner, in case, no suitable entries are received.
14. If the winner is determined to have violated any rules, they will be required to forfeit or return the prize, even if the determination is made after the reward has been awarded.
15. The participants won't be compensated for any additional purpose except the prize money as decided.
16. SRFDCL will not provide any notification/communication to rejected or unsuccessful entries.

### SABARMATI RIVERFRONT DEVELOPMENT CORPORATION LTD.

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