



**Tamil Nadu Urban Habitat Development Board
Housing and Urban Development Department
Government of Tamil Nadu**



**Invitation to Design a Logo for
Tamil Nadu Urban Habitat Development Board**

The vision of TNUHDB is programmed to make the Cities / Towns / Town Panchayats slum free before 2023 and to invest Rs.65000.00 Cr. This programme envisages construction of houses with infrastructure for all the urban poor families in Tamil Nadu. It is to drive an efficient, sustainable and inclusive urbanization process that ensure a decent quality of life in the State of Tamil Nadu through environmentally sensitive, socially inclusive and economically progressive spatial policies and development plans.

Guidelines

Submit high resolution (600dpi) image of the logo in JPEG, PNG, BMP, TIFF formats only.

Submit a brief description (max.100 words) of the logo along with the image.

The logo should be distinctive and scalable.

The logo can be of multi-colour.

Eligibility

The Competition is open to the public

No entry fee required

Submission

Participants can send their entries to TNUHDB through email:
tnuhdblogo2022@gmail.com (Subject: Logo_Design-TNUHDB)

Prizes

The Winning designer will be awarded a cash/cheque of Rs.50,000/-

The top 3 entries will be invited for the logo launch function.

Last Date for Submission

The last date for submission of entries is : 22.08.2022

Note:

For detailed technical criteria and terms and conditions for design of the logo
Please visit: <https://tnuhdb.tn.gov.in/>

All entries will be judged based on creativity, originality & composition, technical excellence, simplicity, artistic merit and visual impact and how well the Motto of TNUHDB has been communicated.

**Superintending Engineer
Project Monitoring Unit
Tamil Nadu Urban Habitat Development Board
Chennai - 05**

**Invitation to design a Logo for
Tamil Nadu Urban Habitat Development Board
Design Brief**

The objective of the competition is to develop a logo that best represents the vision and functions of the Tamil Nadu Urban Habitat Development Board (TNUHDB) which it serves.

Vision and Functions of TNUHDB

The vision of TNUHDB is programmed to make the Cities / Towns / Town Panchayats slum free before 2023 and to invest Rs.65000.00 Cr. This programme envisages construction of houses with infrastructure for all the urban poor families in Tamil Nadu. It is to drive an efficient, sustainable and inclusive urbanization process that ensure a decent quality of life in the State of Tamil Nadu through environmentally sensitive, socially inclusive, and economically progressive spatial policies and development plans.

Eligibility

The Competition is open to the public.

No entry fee required.

Submissions

Participants can send their entries to TNUHDB via email to the email Id:
tnuhdblogo2022@gmail.com

The last date for submission of entries is **22nd August, 2022**

Prize details

The winning entry will be awarded a cash/cheque prize of Rs. 50,000/- (Rupees fifty Thousand Only) and a certificate.

The top 3 entries will be invited for the logo launch function.

Terms and Conditions

1. Please note that the Logo must be original and should not violate any provision of the Indian Copyright Act, 1957.
2. Participants can send their entries to TNUHDB via email to the email id: tnuhdblogo2022@gmail.com (Email Subject: LOGO_Design-TNUHDB)
3. All Participants are to make sure to include details such as name, e-mail id, Photo and Mobile number in the mail entry. Entries with incomplete details would not be considered.
4. Once submitted for the competition, copyrights will solely be with TNUHDB.
5. The entry should not have been previously published in any print and digital media.
6. The entry must not contain any provocative, objectionable or inappropriate content.
7. The winners have to share their consent to the use of their names in any publicity carried out by TNUHDB, without further compensation.
8. The winners will be declared either through email or by way of announcing their names on the TNUHDB website.
9. There will be no notification to participants of entries not selected as winners.
10. All entries in each category will be judged based on creativity, originality and composition by TNUHDB.
11. TNUHDB reserves the right to reject any entry, which it does not feel is suitable or appropriate or which does not conform to any of the conditions listed above.
12. All disputes/ legal complaints are subject to the jurisdiction of Tamil Nadu only. Expenses incurred for this purpose will be borne by the parties themselves.
13. TNUHDB reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria.

14. However, any changes to the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on the TNUHDB website.
15. Entries must be made by the closing date and in the manner set out in the contest terms and conditions. Failure to do so will result in disqualification.
16. TNUHDB accepts no responsibility for any damage, loss or injury of any kind suffered by any participants in entering the contest, including as a result of any participant winning or not winning any prize.
17. Plagiarism of any nature would not be allowed.
18. TNUHDB employees (Permanent or Non-Permanent) are not entitled to prize money.

Technical Criteria

1. The participant should submit a high-resolution (600 dpi) image of the logo in JPEG, PNG, BMP, TIFF formats only.
2. Each participant must submit a brief description (maximum 100 words) of the logo along with the image (i.e., Explanation of the logo, symbol, colour, relevance to TNUHDB and its vision, etc.)
3. The logo should be distinctive and scalable. It should be useable in large hoardings and small merchandise and should be appropriate for any web device and any kind of print material.
4. The logo can be of multi-colour but should also be reproducible in monochrome.
5. The winner shall be required to provide the original open-source file of the designed logo.
6. The logo should be usable on the website / mobile app / social media such as Twitter/Facebook/Instagram and Magazines, Commercial Hoardings / Standees, Brochures, Leaflets and pamphlets, Souvenirs and other Publicity and Marketing materials.

Sd....02.05.2022
Managing Director