

INVITATION OF DESIGNS FOR LOGO FOR ASSAM ADMINISTRATIVE STAFF COLLEGE, GUWAHATI, ASSAM

The Assam Administrative Staff College, Guwahati, Assam invites all artists and designers, both professionals and amateurs to develop a logo to be used by Assam Administrative Staff College. The logo should encapsulate the mission, vision and objectives of the Assam Administrative Staff College (which can be obtained from its website, www.aasc.gov.in) and should create a compelling and substantial visual identity of Assam Administrative Staff College and exhibit a definite recall value.

PRIZE MONEY:

A prize money of **Rs.75,000.00 (Rupees Seventy Five Thousand) only** shall be awarded to the winner.

ELIGIBILITY:

- All Indian citizens are free to participate.
- Participants must agree to all rules and regulations set out herein.
- There are no entry fees for the contest.

RULES AND REGULATION:

- The design should visually encapsulate the mission, vision and objectives of Assam Administrative Staff College.
- The design must be original non-copyrighted work.
- The design should work in colour as well as black and white and should be adaptable to different scales and different modes (e.g., webpages, e-mails, hard copy, projected image, posters, etc.)
- The design must contain the letters A-A-S-C.
- The design must be visually appealing and unique and must be easily adaptable to various means of communication.
- The design should be accompanied by a tagline that reflects the ethos and values of Assam Administrative Staff College.
- A brief concept note in support of the design should be provided.
- The design should be modern, simple, smart, recognizable and memorable.
- Entries can be sent in two ways
 - a) **By post:** On an A4 size paper in an envelope super scribed as “Logo design for Assam Administrative Staff College” by ordinary post at the following address : Director of Training Assam Administrative Staff College, Guwahati-781022. Assam. The entry must carry the entrant’s name , address, phone number, e-mail address on front or back of the ‘Logo Design’ in BLOCK LETTERS **OR**
 - b) **By e-mail:** Entry in high resolution JPEG format be sent by email to logocontestforaasc2023@gmail.com. The subject of the email must mention

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“Logo design for Assam Administrative Staff College” and, the email must contain the entrant’s name, address and phone number.

- Assam Administrative Staff College will not be responsible for any damage or loss in transit.
- Entries will not be returned and all entries will remain the property of the Assam administrative Staff College.
- No digital manipulation/ tampering of an original design will be accepted.
- Only entries conforming to given specifications will be accepted.
- Entries received after the last date will not be accepted.
- The decision of the Selection Committee will be final and no questions or objections will be entertained.
- No payment other than the prize money will be made to the winning contestant.
- The Assam Administrative Staff College will retain the right to use the winning logo in any manner it deems fit. The winner shall have no right to claim or share any gain, financial or otherwise, arising out of the logo.
- Assam Administrative Staff College reserves the right to change or alter the terms and conditions or to withdraw the contest whenever it desires.

The last date for submission of entries is 10th November, 2023.

Director of Training
Assam Administrative Staff College
Jawaharanagar, Khanapara, Guwahati-22

Memo ECF No - 360752/176-A

Dated Guwahati the 12th October 2023

Copy to:

1. The Commissioner & Secretary to the Government of Assam, Administrative Reforms Pension & Public Grievances Training Department, Dispur, Guwahati-6 for favour of kind information.
2. The Director of Information & Public Relations, Assam, Dispur, Guwahati-6 with a request to publish the invitation for logo in two English and two Assamese widely-circulated local dailies including “The Assam Tribune” and “Amar Asom”.
3. Shri L.N. Thakur, Deputy Director of Training (Computer), AASC with a request to upload the invitation for logo in the AASC website.
4. Office copy.

(e-signed)
Director of Training
Assam Administrative Staff College
Jawaharanagar, Khanapara, Guwahati-22

