

CEPT UNIVERSITY LOGO DESIGN COMPETITION: OFFICIAL RULES

COMPETITION BRIEF

The following brief outlines the terms for the CEPT University Logo Design Competition to design a new logo for the University. The winner shall be felicitated and the winning entry may be used as the official logo of CEPT University in future.

1. ABOUT CEPT

The Ahmedabad Education Society (AES) established the Centre for Environment Planning & Technology (CEPT) in the year 1962 with the inception of School of Architecture (SA) through grant-in-aid from Government of Gujarat. The School of Planning (SP) was established in 1972 with financial support from Government of India (MHRD), Government of Gujarat and Ford Foundation. The other schools; School of Building Science and Technology (SBST) and School of Interior Design (SID) were established in 1982 and 1991 respectively with grant-in-aid from Government of Gujarat.

Initially CEPT was established and run by Ahmedabad Education Society (AES). In the year 1994, a separate trust and a society CEPT Society was formed. CEPT is registered as a Society and Public Charitable Trust. CEPT has been registered under the Societies whether Registered Society/ Company/Others Registration Act 1860 with the Asst. Registrar of Societies, Ahmedabad Region, Ahmedabad, vide Registration No. Guj/4185/ Ahmedabad dated 24 Jan 1994.

Since inception CEPT operated as an autonomous academic institution free to develop its academic programs and award its own diplomas at the end of various programs of study recognized by the State of Gujarat and the statutory regulatory body for technical courses - the All India Council of Technical Education (AICTE). From 2002 - 2005, CEPT was affiliated to the Hemachandracharya North Gujarat University at Patan. Consequently, the students completing various programs at CEPT were awarded bachelor's and master's degrees. CEPT became a University by the Gujarat State Legislature Act of 2005 with effect from April 12, 2005. CEPT University has been recognized by the University Grants Commission under Section 2(f) of the UGC Act, 1956 in February 2007. The University is recognized as Scientific and Industrial Research Organization (SIRO) by Department of Scientific and Industrial Research (DSIR).

In 2012, upon completing 50 years since its establishment as School of Architecture in 1962, CEPT University undertook a renewal of its mission to achieve excellence in education in the fields of human habitat. As a result, a number of programs are being realigned with the new mission of the University to focus on understanding, designing, planning, building and managing human habitats.

2. PEDAGOGY

The teaching programs at CEPT University focus on building professional capacities and therefore they are centered on 'studios' or 'labs'. Here, students engage with well-designed life-like problems. Coursework, seminars and research assignments, aimed at developing conceptual and analytical abilities of students, and skill-enhancing workshops support learning in studios and labs. Students also have to enroll in travel and documentation programs and to intern in professional offices to widen their exposure.

CEPT University cherishes the individual interests and abilities of its students. To enable each student to chart a unique course of study and realize his or her own individual potential, programs mandate only three quarters of the total credits that students have to complete. Students can complete the remaining credits by choosing from the wide range of elective courses on offer at any of the five faculties of the university. The Faculties also make all attempts to ensure that even within the mandatory portion of the program, students can choose courses to suit their practice orientation.

The belief that educating professionals requires practicing professionals and academics to work closely together firmly underpins CEPT University's pedagogic philosophy. Therefore, CEPT University works as a collaborative of academics and practitioners. Practitioners adept at decision-making bring their experience to classrooms and academics impart a more thoughtful and critical approach. Teachers at CEPT University, see themselves as coaches. Their role is to support individual students in their explorations and in their capacity-building quests.

For more details about the university, please visit www.cept.ac.in

3. ELIGIBILITY

- The competition is open to Students, Alumni & Staff of CEPT University. It is also open to individuals who have taught or worked at the university.
- Logo Competition coordinating team, jury members and their immediate family/office staff are not eligible to enter the competition.

4. PRIZE

The winning entry will be awarded a prize of Rs. 25,000/-

5. COMPETITION GUIDELINES

- Logo graphic/s must be created in **vector format** and **open able** in Adobe Illustrator and CorelDraw. However, there is no requirement for the type of program used to **create** the logo. Entrants are free to use any type of software to draw, paint and create but to allow the University to use the logo in all its digital glory, please follow the vector guidelines.
- Certain effects in vector software create a rasterized image and should not be used in your design.
- The logo must include the words, 'CEPT University'. The entrant is free to add graphical representations he/she deems fit to design the logo.
- The logo will be featured on digital media, website, social media platforms, university stationery etc. Therefore, the logo needs to be legible and polished.
- All entries must be the designer's original work.
- Clipart and pre-made templates should not be used. It could serve to be a ground for disqualification of the entry.
- The only other requirement is your creativity!

6. SUBMISSION GUIDELINES

- Every applicant will select a 10 digit number which will serve as a unique identifier for their entry through the process of the logo competition.
- Application for the competition will be done online and each entrant will be required to provide his/her name, age, postal address, phone number, email address and the 10 digit number. Registration link is available on the CEPT website.
- No more than 2 entries may be submitted by any one entrant.
- Submission of EACH ENTRY must include four/five images:
 1. Image of the logo.
 2. Image depicting minimum ten different proportionally smaller sizes of the logo depicted on a single A4 sized paper. The minimum size should not be less than 6mm (vertical measurement).
 3. Image of the logo composed on a letterhead (A4 sized paper), giving a contextual idea of how the logo may be used.
 4. In case the entry is polychromatic, please make sure you send a monochromatic (black and white) version along with the original.
 5. An inverse image of the monochromatic version of the logo.
- The original design files (editable digital vector files created using software of your choice) copied on a CD/DVD along with one printed copy of all four/five image files on A4 sized paper must be submitted via courier to CEPT University at the address below:

CEPT University Logo Competition
Ms. Nirmala Khadpekar
Coordinator, Outreach Office
CEPT University, Kasturbhai Lalbhai Campus
University Road, Navrangpura,
Ahmedabad 380009

- Digital and Print submission shall bear no identifying marks of the entrant other than their 10 digit number. The 10 digit number may be placed discretely on any one corner of the printed submission and as part of the filename in case of digital submission.
- Any sign of any identifying mark on a digital / print submission shall be grounds for disqualification. Please ensure that file properties of digital files being submitted do not have any identifying marks.
- Additionally, all digital files of the four/five images must be submitted in **.pdf** or **.jpeg** format only, minimum **640 pixels x 480 pixels**, **CMYK format**, **300 dpi** resolution. Submissions should be sent by email to ceptlogocontest@gmail.com on or before the last date / time mentioned in this document.

7. QUERIES

In case you have any questions about the competition you may send them via email to outreach@cept.ac.in with the email subject "LOGO COMPETITION QUESTIONS" latest by 25th January 2014. CEPT University may publish a response to queries at its discretion by 3rd February 2014.

8. TIMELINE

The competition begins on 16th January. The deadline for submissions is 17th February 6:00 pm, by which time the online applications and email entries should have been received. Couriers posted latest by 17th February and received latest by 19th February before 6.00 PM will be accepted. The result will be announced latest by 13th March.

9. JUDGING & SELECTION

- Jury members appointed by CEPT University will select the winning entry. Their decision will be final. No further correspondence shall be entered into.
- CEPT University reserves the right to select a single or multiple winners to this completion. It also reserves the right to select no winner if, in its sole discretion, no suitable entries are received.
- CEPT University will not be held liable if (a) an entry becomes corrupted, damaged, garbled, illegible, incomplete, late, lost or misdirected (b) computer or network malfunction including error (c) disruptions caused by unforeseen bugs, internet traffic, viruses or worms.

10. JURY MEMBERS

Gauri **Bharat**
Sachin **Soni**
Snehal **Nagarsheth**

Kamalika **Bose**
Jay **Thakkar**

11. INTELLECTUAL PROPERTY

- The entries sent once shall not be returned.
- The winner/s will surrender all rights of ownership of the logo to CEPT University. The winning entry/ies shall become the intellectual property of CEPT University and the designer shall not have any rights over the same. CEPT University retains the rights to enhance / edit / modify the winning entry/ies to prepare the final logo.
- All entrants (other than the winner/s) to the completion, by submitting their entry, grant CEPT University the right to use their entries to exhibit (digitally or physically) their entries either as a part of this competition or in future as deemed appropriate by the University. The University will not use the entries (other than the winning entry/ies) in any other way.
- All submitted work must be original and not based on any pre-existing design. Any signs of plagiarism will be grounds for disqualification of the entry.
The responsibility to comply with the guidelines and other conditions fully lies with the participant and CEPT University shall not be liable for any dispute raised by a third party.

12. ACCEPTANCE OF TERMS

Participation in this competition constitutes the entrant's full and unconditional agreement to and acceptance of these official rules. By participating in the competition, the entrant is representing and warranting that he/she has read and understood, and agrees to be bound by these rules.