

**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 in all its advertising and communications. The logo should encapsulate the mission, vision and objectives of the Assam Administrative Staff College (which can be seen in its website, [www.aasc.gov.in](http://www.aasc.gov.in)) and should create a compelling and substantial visual identity of Assam Administrative Staff College and exhibit a definite recall value. The logo may also be used by the centres and societies associated with training under the Department of Administrative Reforms and Training, Government of Assam.

**PRIZE MONEY:**

A prize money of Rs.50,000/- (Rupees Fifty thousand only) would 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 REGULATIONS:**

- 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 and black and white and should be adaptable to different scales and different (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.
- 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 superscribed as “Logo design for Assam Administrative Staff College” by ordinary post at the following address: Director of Training, Assam Administrative Staff College, Guwahati – 781 022. 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 [logocontestforaasc@gmail.com](mailto:logocontestforaasc@gmail.com). The subject of the email must mention “Logo design for Assam Administrative Staff College” and the e-mail 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 March 20, 2013.**

Director of Training i/c  
Assam Administrative Staff College  
Jawaharanagar, Khanapara, Guwahati – 22