

No. 4/393/DDT/2016-17/374

Dated: 01/04/2017

SELECTION OF LOGO AND TAGLINE FOR DAMAN-DIU AND DADRA & NAGAR  
HAVELI

ISSUED BY:

DEPARTMENT OF TOURISM

UT Administration of Daman and Diu

Paryatan Bhawan, Nani Daman

Daman-396210

Email: [tourism-dmn-dd@gmail.com](mailto:tourism-dmn-dd@gmail.com)

## **Introduction**

The Department of Tourism, Daman, Diu and Dadra & Nagar Haveli has been taking Initiatives to promote tourism in these territories. In this regard the Department of Tourism proposes to have two unique logos for Daman and Diu and Dadra & Nagar Haveli separately along with taglines.

The proposed Brand for Daman-Diu and Dadra & Nagar Haveli:

- Should encompass the territories core values, characteristics, aspirations and truest distinctions.
- Establishtheinsightsintopromoting the territories of Daman-Diu and Dadra & Nagar Haveli in the global tourism map.
- Beabigideathatcansurprise,inspire,anddistinguishitforyearstocome.

## **Submission Procedure**

- a. Entries can be submitted only through Email to the Email ID [tourism-dmn-dd@nic.in](mailto:tourism-dmn-dd@nic.in) / [damantourism2013@gmail.com](mailto:damantourism2013@gmail.com) The last date for submission of entries 15.04.2017, the submission must contain JPEG/PNG file of the logo ONLY (with clear/transparent background) and PDF file containing: Page-1 - Personal Details (Along with Photograph & copy of Residential Proof): Full Name Firm/Company (if applicable) Full Address City State Date of Birth Mobile No. email and Page-2—Logo & Rationale: Logo <> Rationale (in not more than 50 words)  
Any further clarification required can be obtained from the office of Deputy Director Tourism, Daman.

## **Terms and Conditions**

- a. Last date for submission of entries is 15-04-2017 at 05:00PM (IST). The Emails received beyond 05.00 pm of 15.04.2017 shall not be considered for the competition.
- b. Participants may choose to submit logo & tagline design for both Daman-Diu and Dadra & Nagar Haveli or may submit logo & tagline design for one territory only either Daman-Diu or Dadra & Nagar Haveli.
- c. Only Indian Nationals are eligible for this Competition.
- d. Age Limit: NA

- e. Individual, Group of Individuals, Organization/Agency etc are eligible.
- f. The final selected Logo and Tagline shall become the intellectual property of the Department of Tourism, Daman, Diu and Dadra & Nagar Haveli and the Participants shall not have any right over the same.
- g. The design must be original and should not violate any provision of the India copy right Act, 1957. By entering the competition, the Participants declare that the logo submitted is their original work, have not been submitted to any other competition, and does not infringe on any third party's existing copyrights. Any complaints that may arise due to similarities, likeness or comparison of the design would be the accountability of the participant as he/she would be responsible to prove its authenticity.
- h. Department of Tourism, Daman, Diu and Dadra & Nagar Haveli reserves the right not to select a winner if, in its sole discretion, no suitable entries are received.
- i. Department of Tourism, Daman, Diu and Dadra & Nagar Haveli reserves the right to disqualify any Entry at its sole discretion. No correspondence shall be entered into.
- j. In case if two separate entries are finalized one for the logo and one for the tagline, then the prize amount shall be divided equally among the two.
- k. **Intellectual Property Rights**
  - I. The winner/participant will be required to submit the EPS/CDR/SVG/PSD/original drawing or digital file of the logo on request by Department of Tourism. In case of hand written sketch, original sketch has to be submitted to DoT by participant/s.
  - II. Participants need to acknowledge and agree that all copyright and other rights in the logo including rights in the drawings, text or any other content submitted to Department of Tourism, Daman, Diu and Dadra & Nagar Haveli in respect of this competition shall be solely and exclusively owned by the Department of Tourism, Daman, Diu and Dadra & Nagar Haveli in case the logo is selected. All participants agree

to assign absolutely to Department of Tourism, Daman, Diu and Dadra & Nagar Haveli 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).

- III. Participant/s represent and warrant that his/their entry is his/their own original work/creation and do not infringe the intellectual property rights of any third party. Anyone found infringing on others copyright would be disqualified from the competition. DOT does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.

### **3) Logo & Rationale**

- a. Logo must be submitted with the rationale of the design.
- b. Artwork: Entries must be submitted in PNG/JPEG format with transparent background. In case of hand written sketch, scanned image in PNG format has to be submitted by participant/s.
- c. Rationale: Maximum of 50 words in English to describe the concept, theme and symbolic elements and should also give Tagline.
- d. Logo shall be colourful and should represent ethos, core values, characteristics, aspirations, heritage and distinctions of the territories of Daman, Diu and DNH.
- e. Logo design should be compatible so that it is usable on the website/ social media such as Twitter/ Facebook and on printed materials such as b/w press releases, stationery and signage, labels etc.

### **4) Selection Process**

- a. The best winner shall be chosen on the basis of design consideration mentioned in the document.
- b. The decision of selection committee constituted by Department of Tourism for the purpose of selecting the winner shall be treated as final & binding to all the participants. The prize for the logo & tagline winner for Daman- Diu is INR

25,000/- and the prize for the logo & tagline winner for Dadra & Nagar Haveli is INR 25,000/- respectively.

- c. The winning entry (including participant's details, photograph) will be showcased on the official website.
- d. No plagiarism shall be allowed and logo shall not use any material (Photograph, icon, symbol, image etc.) that is copyright protected.
- e. Department of Tourism, Daman, Diu and Dadra & Nagar Haveli reserves the right to cancel or amend all or any part of this Contest and/ or Terms and Conditions/ Technical Parameters/ Evaluation Criteria.

#### **5) Evaluation Criteria**

- a. All the entries received by the department would be assessed for awards by selection Committee constituted by Department of Tourism.
- b. Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well they communicate as Daman-Diu and Dadra & Nagar Haveli as two distinct Brands.
- c. The decision of the Selection Committee would be final and binding on all the contestants and no clarifications would be issued to any participants or any decision of Selection Committee.
- d. Any legal proceedings arising out of the competition/its entries/winners shall be subject to local jurisdiction of Daman.

## Application Form

1. Name of Person/Head of Agency/ Group Leader:
2. Address:
3. Contact Number:
4. Email Id:
5. Aadhar Card/PAN/Voters Id/TANNumber:

Passport size  
photo

**Declaration:** I acknowledge and agree that all copyright and other rights in the logo including rights in the drawings, text or any other contents submitted to do in respect of this competition shall be solely and exclusively owned by the Department of Tourism, Daman, Diu and Dadra & Nagar Haveli in case the logo is selected.

I agree to assign absolutely to the Department of Tourism, Daman, Diu and Dadra & Nagar Haveli for the prize money without any additional -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) in case logo is selected.

Signature:

Place:

Date: