Moxie

MOXIE IN ASSOCIATION WITH TEQIP-3 PRESENTS

# LOGO DESIGN COMPETITION

RULES AND GUIDELINES BOOKLET

MUZAFFARPUR INSTITUTE OF TECHNOLOGY

# LOGO DESIGN COMPETITION

Muzaffarpur Institute of Technology is inviting students to redesign the logo of the institute. We believe that the creative minds can design the logo for the institute following modern minimal design. Designers should avoid making drastic changes in the current logo which hampers its originality.

We announce an open competition in which anyone who is interested, not necessarily a student of our institute, can participate and showcase their talent. The competition is being organised and handled by Moxie- The Technical Club of college.

# RULES AND GUIDELINES:

- **Each participant need to register himself by filling the google form - link given on page 4.**
- Participants have to create the logo of MIT Muzaffarpur in Vector Form only and any drastic change which alters the current design completely will not be accepted.
- Any submitted work must be the original work of participant and must not include, be based on or derived from any pre-existing or third party designs, trademarks or copyrighted images.
- The current logo accommodates the symbolic representation of Mechanical Engineering, Civil Engineering and Electrical Engineering only. Accommodating symbols of Electronics and Communication Engineering, Information Technology, Pharmacy and Leather Technology in newly designed logo will be appreciated and extra marks will be awarded during evaluation.
- **The designed logo must be in scalable Vector format**, so that it is adaptable to electronic and print media and printable on small and large surfaces without any loss in quality; otherwise submission will not be accepted. Refer to this article to understand the difference in Vector and Raster image formats.
- The participants may also describe shortly the symbolic elements used in their logo in e-mail for better evaluation, if need be.
- The logo may follow Gradient or Flat Design Language.
- **Send us your entries at moxiemit@mitmuzaffarpur.org.**
- **More than one submission by same participant is allowed.**
- **Last date for submission of entries is 15th July 2020, 11:59 PM. Entries after 15th July, 2020 will not be considered for evaluation.**
- The winner shall be decided by the panel of judges featuring Departmental Faculty Advisors of Moxie.
- Participants may refer using Adobe Illustrator, Coral Draw, Gravit Designer, Vectr, Incscape, etc to create vector logo.

# TERMS AND CONDITIONS:

By participating in this event, participants agree to:

- **Allow MIT Muzaffarpur to use their submitted logo wherever required, in case of being selected as winner of the event.**
- Ensure zero plagiarism and only original work of participant is submitted and it does not include, is based on or derived from any pre-existing or third party designs, trademarks or copyrighted images.
- The selected logo will be the property of MIT Muzaffarpur and any designer will not be able to further tamper the modified logo and use it anywhere else. Doing so will be subject to copyright violation.
- Participants will not have the right to raise objection if MIT administration uses the logo wherever it fits to do so.

# PRIZE AND CERTIFICATE:

- **E-Certificate and a cash prize of ₹2000 will be awarded to the winner of the competition.**

Moxie holds the right to change the rules of competition, if need be, without prior notification to participants.

# REFERENCE:

**Participants can refer to given links to get the logo of Muzaffarpur Institute of Technology:**

- **Current Logo:** https://drive.google.com/file/d/1U-H9-Ab8QUH8ZpUWWQhhRzl6D2QHHd3d/view?usp=sharing
- **Original Art:** https://drive.google.com/file/d/1AqfymViRvxNg4ijXgS1zMEJANHZOkSmS/view?usp=sharing

**Google Form Link for Registration: https://forms.gle/TghcVHJuc1UZDngk9**

Participants are free to redesign and submit flat or colorful logo (any or both) of MIT Muzaffarpur according to their desire and creativity. As mentiond earlier, same participant **can send more than one entry** in this competition. The file name should be of the format: **ParticipantName(Entry Count) e.g XYZ(2)**

# FOLLOW US FOR UPDATES:

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For queries mail us at:
moxiemit@mitmuzaffarpur.org