

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ



Ministry of Economic Development
Male',
Republic of Maldives



Genuine Maldivian Product Logo Design Competition

Competition Rules and Guidelines

Introduction

The Ministry of Economic Development intends to launch a certification scheme in the Maldives, to identify genuine Maldivian products. All products registered and sold under this scheme will bear an authorizing seal or logo, to identify the product as a genuine Maldivian product.

The Ministry is opening up the opportunities to the creative designers and artists in the Maldives to participate in a contest to design this seal or logo for this certification scheme.

The winning designs will be used as the Official Logo for the Genuine Maldivian Product Certification Scheme, including promotional items of the scheme and other Ministry initiatives, as well as the official website located at www.trade.gov.mv and its other sister websites.

Prize

The winner will receive a prize of MVR 25,000/- .

Eligibility

Contest is open to legal residents of the Maldives, and registered businesses / designer / studios. If the contestant is below the age of 18, the contestant's parent must sign the consent block on the Official Entry Form, to ensure that the contestant has parent or legal guardian's permission.

Only one submission per designer or studio/business will be accepted.

Requirements and Specifications

Contestants should submit their entries for the competition according to the following requirements and specifications. Entries not meeting these criteria will not be accepted for judging.

All submitted work must be original and not based on any pre-existing design.



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a. Specifications and formatting

The design should be dynamic, unique, creative, memorable, and should reflect the objective of promoting genuine Maldivian products and consider the uniqueness of Maldives and Maldivian identity.

The logo should incorporate the wordings: “Genuine Maldivian Product”, or any other such phrasing that the designer thinks would be a creative brand name for such a scheme, as the main phrase and include “Ministry of Economic Development” in a smaller font size compared to the main phrase.

If the designer is incorporating his/her own creative brand name for the logo, the summary description or explanation of the name and designers intent should be included in the documentation as stated in point 3 below.

Preference would be given to logos designed with creative brand names.

For purposes of submission, contestants should submit the design as:

1. A single image file including both black and white and color versions of logo on a white background (no transparency), in either .gif or .png format, placed in a 400x600 pixel format with a resolution of 72 dpi.
2. Color profiles: Greyscale, RGB, CMYK & PANTONE.
3. A single multi-page pdf set for high resolution, containing the following in this order and with the following page restrictions:
 - Page 1: logo in color
 - Page 2: logo in black and white
 - Page 3:&4: logo shown in use (eg. webpage, invitations, reports, T-shirt...)
 - Page 5: documentation (summary description or explanation of logo symbolism, designers intent)
 - Page 6: short biographic information of designer or studio
4. The Ministry prefers that the design elements for the characters used in the logo are created for this specific logo by the designer or studio themselves. The legal rights for exclusive use, and right to modify these characters will be transferred to the Ministry as part of the logo.



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5. If the logo incorporates non-standards fonts, the contestant must be able to provide the Ministry with the font should the logo be selected. And, in such cases, the contestant must have the legal right to use the font, and should transfer the legal rights to the Ministry.
6. The chosen winner MUST be able to provide a high-resolution vector file in EPS format.

b. Design guidelines

The logo should:

- Correspond to the underlying idea of promoting genuine Maldivian products or products made in Maldives by Maldivian producers. It should reflect the objective of promoting genuine Maldivian products / producers, Maldivian art and considers the uniqueness of Maldives and Maldivian identity.
- Be modern, simple, smart, recognizable and memorable.
- Able to be adoptable as a hologram sticker to be used in the products.
- Work both in color and black and white, and be adoptable to different scales and different uses (e.g. webpages, e-mails, hard copy, projected image, posters...)

Entry

To enter the Contest, eligible participants must:

- 1) Download and complete the Official Entry Form. The form is available for download at www.trade.gov.mv.
- 2) Email/submit your completed Official Entry Form and your design to ip@trade.gov.mv, along with other related documentation as stated under the contest rules and guidelines.

By entering, each contestant agrees to be bound by the rules and guidelines of this competition.

The Ministry of Economic Development is not responsible for illegible, lost, delayed or misdirected email, or incomplete entries.

The Ministry reserves the right to exclude from the competition all the submissions that do not follow the defined guidelines.



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The winning logo shall become the official logo for Genuine Maldivian Product Certification Scheme until such time the Ministry decides to replace or change the logo. It will be used on the website, advertising materials and other promotion items.

The prize winner shall therefore sign a release form that grants exclusive rights to the Ministry to publish, edit and display the submitted image for any suitable purpose and disallows the winner to use the logo elsewhere.

The Ministry will work with the prize winner for a final version of the logo.

Selection of Winner

All entry designs will be screened and those that comply with the contest rules, and have met the guidelines and specifications, will be judged by the judging panel determined by the Ministry.

The winner will be notified by email, after the judging panel has made the decision. The judging panel will consider the design of the logo to the relevance of the theme (Genuine Maldivian product certification) and its objectives, the look and feel of the logo and the adoptability of the logo for use in different promotional materials. The judging panel, after considering all these aspects, has the discretion to choose the best logo from the collection of logos that are submitted.

In the event that no entry is selected, the Ministry reserves the right to declare no winner and run the contest again at a later date.

Decision of the judging panel and the Ministry is final.

Deadline

All contestants must submit their design and completed Official Entry Form by 14:00 p.m, 15th December 2022. The Ministry retains the right to reject any entries after the deadline.

Intellectual Property Rights

Unless a submission is selected as the winner, each designer retains all intellectual property considerations associated with their submission.

Entries should not violate any intellectual property, including, but not limited to patents, trademarks, and copyrights.



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By admitting their entry the designer certifies that the entry is original, created solely by the entrant and no other person or entity holds rights to the entry and its components.

In consideration for the prize money received, the winner agrees to transfer all applicable intellectual property considerations to the Ministry of Economic Development. The Ministry has the legal right to publish, edit and display the submitted image for any suitable purpose and disallows the winner to use the logo elsewhere.

If the logo incorporates non-standards fonts, the contestant must be able to provide the Ministry with the font should the logo be selected. And, in such cases, the contestant must have the legal right to use the font, and should transfer the legal rights to the Ministry

If the design elements for the characters used in the logo are created for this specific logo by the designer or studio themselves, the legal rights for exclusive use, and right to modify these characters will be transferred to the Ministry as part of the logo

The entrant is responsible for the contents of the logo which cannot include copyright protected material. The entrant must have the rights for all the texts and images and fonts used in the submitted work, and must transfer these rights to the Ministry.

The entry must not benefit any company, organization, political party or official interest group by the use, for instance, of logos, brands, or repress.

Contact

The competition is being managed and organized by the Ministry of Economic development. For inquiries, please send email to ip@trade.gov.mv or call 3333199.

07 Decemeber 2022



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