





a. **Specifications and Formatting**

The design should be dynamic, unique, creative, memorable, and should reflect the objective of promoting knowledge and consider the uniqueness of Kulhudhuffushi, its culture, history and identity.

The Designer have the flexibility to either do word mark, letter mark, abstract mark or combination mark.

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 PDF format.
2. Color profiles: Greyscale, RGB.
3. A single multi-page pdf set for vector image, containing the following in this order and with the following page restrictions:
  - logo in color
  - logo in black and white
  - logo shown in use (eg. webpage, invitations, reports, T-shirt.)
  - documentation (summary description or explanation of logo symbolism, designers intent)
  - short biographic information of designer or studio.
4. The Kulhudhuffushi City Council 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 Council as part of the logo.
5. If the logo incorporates non-standards fonts, the contestant must be able to provide the Council 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 Council.
6. The chosen winner **MUST** be able to provide a vector file format.



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@kfcitycouncil

## 6. Design guidelines

The logo should:

- Correspond to the underlying idea of promoting Knowledge, Kulhudhuffushi Culture, heritage and identity. It should reflect the vision and mission of “Kulhudhuffushi Knowledge Center” and “Kulhudhuffushi Public Library” and consider the uniqueness of Kulhudhuffushi and its identity.
- Be modern, simple, smart, recognizable and memorable.
- 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...)

## 7. Entry

To enter the Contest, eligible participants must complete the online Official Entry Form and submit the logo as stated under the contest rules and guidelines.

Entry and submission form link: <https://forms.gle/by8VAzfT1w4hLsfm7>

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

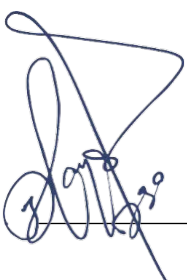
The Kulhudhuffushi City Council is not responsible for illegible, lost, delayed or misdirected submission, or incomplete entries.

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

The winning logo shall become the official logo for “Kulhudhuffushi Knowledge Center” and “Kulhudhuffushi Public Library”, until such time the Council decides to replace or change the logo. It will be used on the social media handles, advertising materials and other promotional items.

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

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



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## 9. 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 City Council.

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 and its vision and mission, 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 council reserves the right to declare no winner and run the contest again at a later date. Decision of the judging panel and the Council is final.

## 10. Marking Criteria

### KNOWLEDGE CENTER MARKING CRITERIA

Criteria Description	Description	Marks Allocated
<b>Originality</b>	Uniqueness and creativity of the design	15
<b>Relevance</b>	Alignment with the vision and mission for Knowledge Center	15
<b>Aesthetics</b>	Visual appeal, colour scheme, and typography	20
<b>Clarity</b>	Clear and easily recognizable design	15
<b>Versatility/adoptability</b>	Ability of the logo to work across different mediums/materials	10
<b>Memorability</b>	How well the logo sticks in the mind	15
<b>Presentation</b>	Well-designed branding in use, and brand story	10
<b>Animation (Optional)</b>	Great animation of the logo. Creativity and effectiveness of any animation	10
<b>TOTAL</b>		<b>110</b>



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## KULHUDHUFFUSHI PUBLIC LIBRARY MARKING CRITERIA

Criteria Description	Description	Marks Allocated
<b>Originality</b>	Uniqueness and creativity of the design	15
<b>Relevance</b>	Alignment with the vision and mission for Kulhudhuffushi Public Library	15
<b>Aesthetics</b>	Visual appeal, colour scheme, and typography	20
<b>Clarity</b>	Clear and easily recognizable design	15
<b>Versatility/adoptability</b>	Ability of the logo to work across different mediums/materials	10
<b>Memorability</b>	How well the logo sticks in the mind	15
<b>Presentation</b>	Well-designed branding in use, and brand story	10
<b>Animation (Optional)</b>	Great animation of the logo. Creativity and effectiveness of any animation	10
<b>TOTAL</b>		<b>110</b>

### 11. Deadline

All contestants must submit their design and completed Official Entry Form by 13:00 p.m, 2<sup>nd</sup> June 2024. The Council retains the right to reject any entries after the deadline.



### 12. 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.

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.

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In consideration for the prize money received, the winner agrees to transfer all applicable intellectual property considerations to the Kulhudhuffushi City Council. The City Council 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 City Council 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 City Council.

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 City Council 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 Council.

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

### 13. Contact

The competition is being managed and organized by the Kulhudhuffushi City Council. For inquiries, please send email to [sportsandcivic@kulhudhuffushicity.gov.mv](mailto:sportsandcivic@kulhudhuffushicity.gov.mv) or call 6527196 during official working days before 14:00 PM.

09 May 2024



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