



Deadline Extended

Kulhudhuffushi Knowledge Center and Kulhudhuffushi Public Library Logo Design Competition
Competition Rules and Guidelines

1. Introduction

Kulhudhuffushi City Council intends to develop a Knowledge Center in Kulhudhuffushi City which will encompass a Kulhudhuffushi Public Library, and a Museum are planned to be developed in future as a later development project. This Knowledge Center and Kulhudhuffushi Public library will bear an authorizing seal or logo, to identify the resources used in knowledge center.

Kulhudhuffushi City Council is opening up the opportunities to the creative designers and artists in the Maldives to participate in a contest to design the two separate logo's for Kulhudhuffushi Knowledge Center and Kulhudhuffushi Public Library.

The winning designs will be used as the official Logo for the Kulhudhuffushi Knowledge Center and Kulhudhuffushi Public Library, including promotional activities and other Kulhudhuffushi City Council initiatives as well as the official social media handles of Knowledge Center.

Kulhudhuffushi Knowledge Center:

Vision: "To serve as a catalyst for intellectual growth, cultural appreciation and community engagement."

"މިއަހަރުގެ ތެރޭގައި، ރާއްޖޭގެ ދިވެހިރާއްޖޭގެ ބައެއް ސަރަޙައްދުތަކުގައި ފިޔަވަހިސާބު ހޯއްދެވުމަށް ސަލާމަތް ދެއްވަމެވެ. ހަނިދެއްވަމެވެ."

Mission: "Enriching lives and strengthening community participation and connections through welcoming spaces that preserve culture and heritage, promote literacy and dialogue "

"މިއަހަރުގެ ތެރޭގައި، ރާއްޖޭގެ ދިވެހިރާއްޖޭގެ ބައެއް ސަރަޙައްދުތަކުގައި ފިޔަވަހިސާބު ހޯއްދެވުމަށް ސަލާމަތް ދެއްވަމެވެ. ހަނިދެއްވަމެވެ."



Kulhudhuffushi Public Library:

Vision: "A community empowered by knowledge, enriched by diversity, and united by a love for learning."

"އިތުރު ޯޅުވުމަށް ބޭނުންވާ ފަރާތްތަކުގެ ޖަމާއިލާތަކުގެ ސަބަބުން ޕްލޭޓްފޯމް ފޯރިވަޅުވާނެއެވެ، ހުރިހާ ދަރިވަރުންނަށް ލިބޭނެ ފުރުޞަތުތަކާ ގުޅިގެން ޖަމާއިލާތަކުގެ ސަބަބުން ޕްލޭޓްފޯމް ފޯރިވަޅުވާނެއެވެ."

Mission: "To provide access to information, promote literacy, and foster lifelong learning in a welcoming and inclusive environment."

"މަޢުލޫމާތު ލިބޭނެ ފުރުޞަތުތަކާ ގުޅިގެން ޕްލޭޓްފޯމް ފޯރިވަޅުވާނެއެވެ، ހުރިހާ ދަރިވަރުންނަށް ލިބޭނެ ފުރުޞަތުތަކާ ގުޅިގެން ޕްލޭޓްފޯމް ފޯރިވަޅުވާނެއެވެ، ހުރިހާ ދަރިވަރުންނަށް ލިބޭނެ ފުރުޞަތުތަކާ ގުޅިގެން ޕްލޭޓްފޯމް ފޯރިވަޅުވާނެއެވެ."

2. Prize

The winner of Kulhudhuffushi Knowledge Center logo will receive a prize of MVR 5000/-
The winner of Kulhudhuffushi Public Library logo will receive a prize of MVR 5000/-

3. Eligibility

Contest is open to legal residents of the Maldives, designers and registered businesses / 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 for each.

4. 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 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.



A handwritten signature in blue ink, consisting of stylized, overlapping loops and lines.

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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/by8VAzfT1w4hLsf7>

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

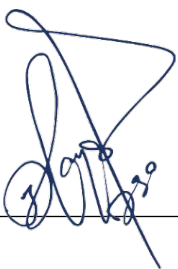
The Kulhudhuffushi City Council is not responsible for illegible, lost, delayed or misdirected submission, or incomplete entries.

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



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KULHUDHUFFUSHI PUBLIC LIBRARY MARKING CRITERIA

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

11. Deadline

All contestants must submit their design and completed Official Entry Form by **13:00 p.m, 23rd 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 or call 6527196 during official working days before 14:00 PM.

02 June 2024



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