

**Invitation to design a Logo for  
Chennai Metropolitan Development Authority  
Design Brief**

The objective of the competition is to develop a logo that best represents the vision and functions of the Chennai Metropolitan Development Authority (CMDA) and the spirit of Chennai City which it serves.

**Vision and Functions of CMDA**

The vision of Chennai Metropolitan Development Authority is to drive an efficient, sustainable and inclusive urbanization process that ensure a decent quality of life in the Chennai Metropolitan Area through environmentally sensitive, socially inclusive, and economically progressive spatial policies and development plans.

Its functions include undertaking Long term and Short term Comprehensive Planning, preparing Master Plans and turn plans and visions into a reality. CMDA evaluates and grants planning approvals for developments to create an inclusive, vibrant and liveable city for all.

**Eligibility**

The Competition is open to the public.

No entry fee required.

**Submissions**

Participants can send their entries to CMDA via email to the email [id:cmdalogo2021@gmail.com](mailto:cmdalogo2021@gmail.com)

The last date for submission of entries is **28th November 2021**

**Prize details**

The winning entry will be awarded a cash/cheque prize of **Rs. 50,000/- (Rupees fifty Thousand Only)** and a certificate.

The top 3 entries will be invited for the logo launch function.

## **Terms and Conditions**

1. Please note that the Logo must be original and should not violate any provision of the **Indian Copyright Act, 1957.**
2. Participants can send their entries to CMDA via email to the **email id:** [cmdalogo2021@gmail.com](mailto:cmdalogo2021@gmail.com) (**Email Subject: LOGO\_Design-CMDA**)
3. All Participants are to make sure to include details such as **name, e-mail id, Photo and Mobile number** in the mail entry. Entries with incomplete details would not be considered.
4. Once submitted for the competition, copyrights will solely be with CMDA.
5. The entry should not have been previously published in any print and digital media.
6. The entry must not contain any provocative, objectionable or inappropriate content.
7. The winners have to share their consent to the use of their names in any publicity carried out by CMDA, without further compensation.
8. The winners will be declared either through email or by way of announcing their names on the CMDA website.
9. There will be no notification to participants of entries not selected as winners.
10. All entries in each category will be judged based on creativity, originality and composition by CMDA.
11. CMDA reserves the right to reject any entry, which it does not feel is suitable or appropriate or which does not conform to any of the conditions listed above.
12. All disputes/ legal complaints are subject to the jurisdiction of Chennai only. Expenses incurred for this purpose will be borne by the parties themselves.
13. CMDA reserves the right to cancel or amend all or any part of the Contest and/ or the Terms & Conditions/ Technical Parameters/ Evaluation Criteria.

14. However, any changes to the Terms & Conditions/ Technical Parameters/ Evaluation Criteria, or cancellation of the Contest, will be updated/ posted on the CMDA website.
15. Entries must be made by the closing date and in the manner set out in the contest terms and conditions. Failure to do so will result in disqualification.
16. CMDA accepts no responsibility for any damage, loss or injury of any kind suffered by any participants in entering the contest, including as a result of any participant winning or not winning any prize.
17. Plagiarism of any nature would not be allowed.
18. CMDA employees (Permanent or Non-Permanent) are not entitled to prize money.

### **Technical Criteria**

1. The participant should submit a high-resolution (600 dpi) image of the logo in **JPEG, PNG, BMP, TIFF formats** only.
2. Each participant must submit a brief description (maximum 100 words) of the logo along with the image (i.e., Explanation of the logo, symbol, colour, relevance to CMDA and its vision, etc.)
3. The logo should be distinctive and scalable. It should be useable in large hoardings and small merchandise and should be appropriate for any web device and any kind of print material.
4. The logo can be of multi-colour but should also be reproducible in monochrome.
5. The winner shall be required to provide the original open-source file of the designed logo.
6. The logo should be usable on the website / mobile app / social media such as Twitter/Facebook/Instagram and Magazines, Commercial Hoardings / Standees, Brochures, Leaflets and pamphlets, Souvenirs and other Publicity and Marketing materials.