

## Contest for Tag Line and Logo Design of NITJ Technology Business Incubator (NITJ TBI)

With the recommendations of the National Expert Advisory Committee, Technology Business Incubator has been established at Dr B R Ambedkar National Institute of Technology Jalandhar with the support of Department of Science and Technology. TBI has been registered as a Society under the Societies Registration Act, 1860 with the name 'NITJ Technology Business Incubator'.

We are holding a contest for Tag Line and Logo Design of NITJ TBI. This contest is open to the staff, faculty and students (UG/PG/PhD) of the institute. Both the designs i.e. Tagline and Logo should be original, relevant and not infringing any copyrights.

### Guidelines for Logo Design

- Designs should be created preferably in vector format i.e. SVG
- Designs must be uploaded in *jpeg* or *png* format. When uploading *png* files, make sure that the background is transparent
- Minimum dimensions should be around: 680 pixels wide x 490 pixels high, RGB format 300res/dpi
- If you are not comfortable with Digital Design, sketches of the design can be scanned and uploaded in *jpg/png* formats

### Guidelines for Tagline Design

The tagline should be original, catchy and must represent our country's major policy initiatives of Make in India and Start-up India; Stand-up India by creating a platform to nurture creativity, innovation and entrepreneurial skills of faculty and students

### Selection Criteria

Originality  
Relevance  
Creativity  
Aesthetics (for logo design)

### Cash Prizes

Logo Design – ₹3500  
Tag line – ₹2500

### Last Date for submitting entries

June 1, 2018 (Friday)

Please submit your entries to [tbi@nitj.ac.in](mailto:tbi@nitj.ac.in)

**Dr Arun Khosla**

Co-ordinator - NITJ Technology Business Incubator