



# Indian Rubber Manufacturers Research Association

*An Autonomous Body Under DPIIT, Ministry of Commerce & Industry, Govt. of India*

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## Guidelines

**The logo should graphically convey the Policy, Objective and roles of IRMRA**

**Indian Rubber Manufacturers Research Association (IRMRA)**, established in 1958, is a leading organization, an autonomous body, operating under the jurisdiction of Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce & Industry, Government of India, New Delhi. With over 60 years of experience, IRMRA has rendered remarkable service to rubber and allied industries such as polymer, paints, chemicals, textiles in India.

IRMRA is well known for its expertise in the fields of Testing and Investigations, Research and Products/Compound Development, Training & Manpower Development and Consultancy Services, and is active in the areas of Nano and Latex Technologies as well as Rubber Engineering & Sciences.

## IRMRA Quality Policy

- To provide timely, innovative & world class services by adhering to management systems and procedures in compliance with ISO 9001 & ISO/IEC 17025 requirements.
- To undertake research & development and generate IP assets.
- To design, develop and validate the rubber & allied products as per the customer's requirement.
- To provide reliable, impartial and traceable testing and research based evaluation.
- To develop skilled human resource for rubber and allied industry by imparting training and academic program.
- To train and enhance the competency of the personnel and familiarize with the requirement of documented management system.
- Committed to comply and continuously improve the effectiveness of the management system, safety, morale and work environment within the organization.

## IRMRA Expertise

1. Rubber Materials Research & Development
2. Tyre Research, Testing & Certification
3. Product Design & Development
4. Testing & Certification of Rubber & Allied Products
5. Academics & Training
6. Industrial Scientific Advisory Services



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## **Terms and Conditions of the contest:**

- Each entry should be accompanied by a brief written explanation of the Logo and how best it encapsulates its essence.
- All entries must be submitted to [director@irmra.org](mailto:director@irmra.org). Entries submitted through any other medium/mode would not be considered for evaluation.
- The logo design and tagline must be submitted as separate entries.
- The contest is open for Indian citizen only and Each participant can submit ONLY one entry. The submission of entry is free.
- The logo design must be original and should not violate any provision of the Indian Copyright Act, 1957 or the Intellectual Property Rights of any third party. The logo should not have been previously published in any print and digital media and must not contain any provocative, objectionable or inappropriate content.
- In case of any copyright issues, the participant/applicant will be solely responsible to settle any legal proceedings arising out of it at his/her end. IRMRA will not be responsible.
- Plagiarism of any nature is not allowed. Anyone found infringing on others' copyright would be disqualified from the contest.
- All entries are governed by the provisions of Emblems and Names (Prevention of improper use) Act, 1950 and any violation of the said Act will result in disqualification.
- The participant should send his personnel details such as name, latest photo, country declaration, complete postal address, email ID and phone number etc. Entries with incomplete profiles would not be considered.
- The responsibility to comply with the Submission of entries, Competition Technical Criteria and Selection Process fully lies with the participant(s) and IRMRA shall not be answerable to any dispute raised by a third party.
- All entries will be the property of IRMRA and may use entries as and when required.
- IRMRA takes no responsibility for corrupted or late entries.
- The winner will be declared through email or by way of announcing his/her name on the IRMRA website. Once a winner is declared, he/she will need to revert through email within 3 working days or else another winner will be chosen.
- The winning Logo would be the intellectual property of IRMRA and the winner shall not exercise any right over it. IRMRA will have unfettered right to modify the prize-winning logo/entry or



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add/delete any info/design feature in any form to it. The winner will not exercise any right over his/her Logo and shall not use it in any way.

- The winning logo is meant to be used by IRMRA for promotional and display purposes, information, education and communication materials and also for any other use as may be deemed appropriate.
- The Logo should be usable on the website/mobile app/social media such as Twitter/Facebook/Instagram and on Magazines, Commercial Hoardings/Standees, Brochures, Leaflets and Pamphlets, Souvenirs and other Publicity and Marketing materials.
- There will be no notification to participants of rejected entries.

## **Technical Criteria:**

- Logo should be submitted in JPEG, PNG or PDF format only.
- Logo should be designed in colour. The designed logo shall be provided in both CYMK and RGB formats. The size of the logo may vary from 5cm\*5cm to 60cm\*60cm in either portrait or landscape.
- The Logo should be usable on the website/social media such as Twitter /Facebook and on printed materials such as black and white press releases, stationery and signage, labels etc.
- The Logo should be designed on a digital platform. The winner of the competition shall be required to submit the design in open file format (EPS/CDR/PSD). Participants should ensure that original designs are submitted.
- All fonts should be converted to outlines.
- File should be high resolution – at least 300 pixels per inch at 100% size.
- File should look clean (not pixilated or bit-mapped) when viewed on screen at 100%.
- Entries should not be submitted in compressed or self- extracting formats.
- The logo design should not be imprinted or watermarked.



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## **Panel of Judges for selection**

- All entries received by the stipulated date and found in order shall be evaluated by a Panel of Judges, constituted for the purpose. Shortlisted logos and taglines will be presented to the Panel of judges for finalising the Logo.
- Entries would be judged on the basis of elements of creativity, originality, composition, technical excellence, simplicity, artistic merit and visual impact and how well they
- The decision of the Judges would be final and binding on all the contestants and no clarifications would be issued to any participants or on any decision of the panel of Judges.
- There will be one winner of the logo design and one winner for tagline.
- The winner shall be required to provide the original open source file of the designed logo.
- Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Maharashtra State only. Expenses incurred for this purpose will be borne by the parties themselves.
- IRMRA if it so decides, reserves the right not to proceed with the competition at any stage.
- Payment to the winner will be made through electronic mode for which the necessary bank details will be taken after the declaration of winner of the contest.