Kerala State Council for Science Technology and Environment (KSCSTE) invites designs for logo of the newly establishing 'Centre of Excellence in Nutraceuticals (CoEN)'

Nutraceuticals research is a vibrant field of science that offers a new perspective to improve general health and immunity of human. In this context, Centre of Excellence in Nutraceuticals (CoEN) is a new initiative of the Govt. of Kerala and provide a platform to promote the research and startups in different domains of Nutraceuticals to address scientific challenges and overall wellbeing. It covers nutrition-based studies and formulating beneficial compounds or formulations which improve general health and immunity favourable to human, using products from nature. Perception of its natural origin with minimal side effects makes it more attractive and acceptable to the public.

The designs submitted for CoEN should have the following components:
- The Logo design should be novel and simple to convey the message as per your innovative mind.
- Simple picture of nature containing all relevant sources of nutraceuticals can be represented (general but not specific)
- Inclusion of health benefit-based representations can also be made with uniqueness
- The Acronym CoEN should be kept in the logo
- Centre of Excellence in Nutraceuticals, Kerala should be written in the logo
- An additional and attractive caption is also invited with the logo (like "Back to Nature for health")

The selected Logo design carries a Cash Prize of Rs. 5,000/- (Rupees Five Thousand Only) and Citation. The entries of the Logo Design should reach the office of Member Secretary, Kerala State Council for Science Technology and Environment (KSCSTE), Sasthra Bhavan, Pattom - 695004 and the soft copy must be emailed to isdkscste@gmail.com. The Last date for submitting the design is 30.12.2024.

Terms and Conditions
1. The participant must be the same person who has designed the logo and plagiarism of any kind should be avoided.
2. The ARTWORK /Logo Should be submitted in the format mentioned in the Technical Specification of the Logo given below.
3. The logo must not contain any provocative, objectionable or inappropriate content.
4. The winning logo may be used by KSCSTE in any manner they deem fit. KSCSTE reserves the right to modify (or fine-tune) the prize winning logo, i.e. unfettered right to modify the prizewinning logo design and add or delete any information or design feature in any form.
5. KSCSTE also reserves the right to not use the prize-winning logo at all, and/ or to use an alternative logo and/ or to not use any logo at all.
6. The logo must be original and should not violate any provision of the Indian Copyright Act, 1957.

7. KSCSTE does not bear any responsibility for copyright violations or infringements of intellectual property carried out by the participants.

8. The winning logo shall be the intellectual property of KSCSTE, and the winners cannot exercise any right over them. The winner shall be deemed to have surrendered copyrights of the winning logo to KSCSTE as soon as the results are declared.

9. The responsibility to comply with the guidelines and other conditions fully lies with the participant and KSCSTE will not be liable for any dispute raised by a third party.

10. The results of the contest will be published in the official website of KSCSTE www.kscste.kerala.gov.in.

Technical Specification of the Logo

1. Participants should email the logo in JPEG or PNG or SVG format only.

2. The logo shall be in colour format. However, it shall be usable in monochromatic (black and white) format also.

3. A specification sheet containing graphical construction of the design in exact proportions in a bigger size, along with the final design, theme synopsis and concept is required to be submitted.

4. All technical details, including file formats, can be structured in the sheet itself. The size of the final design may vary from 5 cms X 5 cms to 60 X 60 cms. (Note: No specific geometric shape for the logo is required. The dimensions above indicate only the minimum and maximum „frame‟ sizes of usage.)

5. The logo should be in high resolution with a minimum of 300 DPI.

6. The logo should be designed on a digital platform.

7. Participants should not imprint or watermark logo design.

8. Every entry must be accompanied by an explanation in a maximum of 250 words. This write-up too should be preferably uploaded, preferably in PDF format. 9. During the evaluation, contest organizers may ask participants to resubmit their entry in different size(s)/ format(s) etc.