



CENTRAL INSTITUTE OF PLASTICS ENGINEERING & TECHNOLOGY

Head Office: Guindy, Chennai – 600 032.

Web.: www.cipet.gov.in

New CIPET Logo & Motto Designing Competition

CALL FOR ENTRIES

BACKGROUND:

The **Central Institute of Plastics Engineering and Technology (CIPET)** is all set to achieve the golden milestone in 2018. What started in 1968 as a Govt. of India initiative under a United Nations Development Programme, has over the decades grown into a multi-faceted organization known for serving the nation through academic, skill development training programmes, technology support services and research & development programmes. Today, CIPET under the auspices of the Dept. of Chemicals and Petrochemicals, Ministry of Chemicals and Fertilizers, Govt. of India, plays a pivotal role in training the youth in job-oriented AICTE approved Degree/Diploma courses that enable them to chalk out fruitful careers thereby contributing to the Skill India mission. CIPET contributes significantly to the plastic industry through its Technology Support Services in all the key areas viz., Design, CAD/CAM/CAE, Tooling, Plastics Processing, Testing and Quality assurance and renders consultancy to industries supporting the “Make in India” campaign. To keep pace with the global developments in the field plastics technology and applications CIPET conducts research and application development activities.

The forward-looking organization seeks to redesign its logo and have a motto. Both the logo and motto should be reflective of the glorious achievements of CIPET over the last 50 years and should also convey the brand image of CIPET as being a progressive organization contributing to nation building. The logo and motto should weave around the vision of CIPET as a world-class institute in the Plastics/Polymer Arena, recognized globally for being a dynamic, innovative, self-sufficient, technologically advanced organization focused on excellence in all its spheres of activities while being mindful at the same time of its role and responsibility towards global sustainability.

A key component of the logo and motto will be its visual appeal and awareness raising capability, as well as the creation of an effective brand that will enable and drive the CIPET’s outreach and advocacy.

CIPET hereby launches a logo and motto competition. The Call for entries is for CIPET students, alumni and staff to submit original artwork and concepts.

Designs may come in any format, whether they are hand-drawn illustrations or well-polished graphic files.

The winning logo and motto design by CIPET student/alumni will receive a prize and letter of recognition from CIPET

DESIGN REQUIREMENTS AND SPECIFICS:

We are looking for a logo that captures the focused credentials of CIPET, its role in the niche areas of Plastics in the context of sustainable development. Entries will be judged for the style, creativity and impact of a design that can be used easily on related materials. We are looking for conceptual relish and knack, of the submitted logo and motto.

- **Presentation and format characteristics:** Logo should be designed on A4 or A3 white paper/fabric. The logo should be simple to reproduce. The motto can be in Hindi or English
- **Explanation:** The Logo must be expressive and easy to understand and interpret;
- **Jury:** A broad-based jury of experts will be constituted to assess the entries and identify a winner
- **Announcement of Winner:** The winner will be announced on Oct.1, 2017, through the CIPET website www.cipet.gov.in

SUBMISSION GUIDELINES:

- For quality and adaptability reasons, kindly submit your entry in encapsulated post script.
- Design entries should include your full name, your age and your course/job in CIPET (Proof of identity such as a copy of your CIPET ID or Aadhar card will be required).
- Please include a short description in no more than 250 words of how the design represents the subject.
- The entries shall be sent to: **The Academic Cell, CIPET Head Office, Guindy, Chennai – 600 032** or thro' Email @: hocipet2017@gmail.com mentioning "CIPET - Logo Competition" on the top of the envelope / Subject of the email respectively.

LAST DATE FOR RECEIPT OF THE ENTRY - 6th September 2017

Rights: All past and present CIPET students and staff are eligible to submit entries. The winner must surrender all rights to the design to the CIPET, who will be the sole owner of rights to the design.