# ABLE LOGO REDESIGN CONTEST

**About ABLE:**

**Association of Biotechnology Led Enterprises – ABLE**, is a not-for-profit pan-India forum that represents the Indian Biotechnology Sector. Founded in 2003 after the industry leaders felt the need to form an exclusive forum to represent Indian Biotechnology sector.

Now in its **20th year**, ABLE has been at the forefront of championing the cause of biotechnology among the government, policymakers, start-ups, faculty, researchers, students, and all the stakeholders of the biotech ecosystem. ABLE proactively campaigned and worked towards targeting a $150 billion Bio Economy by 2025. We are well on track to achieve that target and now looking forward to achieving $ 300 Billion by the year 2030 and $500 billion by the year 2047.

Currently the Indian Biotechnology Industry is a healthy ecosystem with 500+ established companies & SME, and 5500+ start-ups. With the new ambitious targets, the industry academia and start-up ecosystem need proactive support from policy, investments and regulatory perspectives. ABLE has a critical role to play in enabling this vision.

**Brief: New Logo for ABLE**

As ABLE celebrates 20 years as the biotech industry body, we look forward to **en-ABLEing** the future. The ABLE branding requires a facelift to depict the future and communicate to the world that ABLE is future ready. With this intent we would like to have a new logo for ABLE.

The new logo must reflect the futuristic applications of Biotechnology. With the emergence of new technologies, the range of Biotechnology application has increased multi-fold, from healthcare to food to agriculture to engineering to other allied sciences. All with one intention – to enhance the lives of people everywhere.

**Entries:**

So, we would like to open the challenge of coming out with a creative logo to our budding entrepreneurs and innovative minds. This will entail a cash prize to the best creative logo. A jury of eminent biotechnologists will select the winner.

The logo in JPEG format needs to be sent to gm@ableindia.org.in with cc to indrilas@ableindia.org.in

**THE LAST DATE TO SUBMIT THE NEW LOGO IS FEBRUARY 10, 2023**

# CONTEST GUIDELINES & RULES

**Eligibility:**
1. The logo redesign contest is open only to Biotech Incubators, start-ups & Academic Institutions who are current members of ABLE and Design Schools/Institutes.

**The Reward:**
1. All participants to get **'Certificate of Participation'**
2. Top 10 participants to receive **'Certificate of Merit'**
3. Top 3 participants to receive **Mementos**, as a token of appreciation.
4. Winner to receive a cash prize of **Rs.25,000/-.**

**Submission Guidelines and How to Enter:**
1. Only one submission per person/organization/institute is allowed. In case more than one entry is submitted, the latest entry submitted will be taken into consideration.
2. The entry must accompany with the following details viz., Name of the Organization Postal address, Telephone number, Email address, Name of the Person who designed the logo, Concept notes and Colour palette.
3. **There is no fee to enter the contest.**
4. All entries received will be initially screened by ABLE Secretariat for eligibility and 10 top entries will be short-listed. The designers of top 10 shortlisted entries will be asked to present before the Jury.

**Logo Design Guidelines:**
1. The logo design should reflect the vision of ABLE.
2. The logo can be a combination of Graphic & Logotype with a tagline.
3. It should be visually appealing on both small (as small as 2 cm x 2 cm) and large scales.
4. The logo created must be appropriate for adaptations for multiple collaterals – Various Print, Digital platforms and so accordingly the colour combination/colour pallet must be factored in.
5. Entries must be submitted as JPEG files. For quality reproduction purposes, the winning entry must later be submitted in scalable vector graphic format EPS/AI/PSD/CDR. Colour must be CMYK,

**Intellectual Property:**
1. The logo designed should not violate any provision of the Indian Copyright Act, 1957 or any other laws prevailing in India.
2. Please do not imprint or watermark your logo design.
3. Entrants affirm their submissions are their own original work, have not been copied from others or from previous designs, including their own, and do not violate the intellectual property rights of any other person or entity.
4. The winning entry becomes the sole property of ABLE and may be used for any official purposes of ABLE, including, but not limited to, display on websites, business cards, letterhead, posters, social media, and other materials.

5. ABLE shall have the right to adapt, edit, modify, or otherwise use the winning submission in part or in its entirety in whatever manner it deems appropriate.
6. ABLE reserves the right to choose not to use the winning entry as described in these contest guidelines.
7. The non-winning entries shall not be used by ABLE for any purpose and the ABLE shall have no intellectual rights over the same.
8. Any legal proceedings arising out of the competition/ its entries/ winners shall be subject to local jurisdiction of Bengaluru.

## Determination of Winner and Prize:
1. The winning entry will be selected by the Jury and the decision of the Jury will be final, and no further correspondence shall be entered into.
2. Entries will be judged on their visual appeal, adherence to the concept prompting the contest, quality of design, and ease of reproduction for the purposes stated above.
3. The cash prize remains the same regardless of the size of the team submitting the winning entry.
4. If the winner is determined to have violated any rules, he/she will be required to forfeit or return the cash prize, even if the determination is made after the prize has been awarded.

## Disclaimer:
1. ABLE will not be responsible for lost, late, misdirected, incomplete, illegible, or otherwise unusable entries, including entries that are lost or unusable due to computer, internet, or electronic problems.
2. ABLE reserves the right to cancel or modify the Contest and award the prize by alternate means if fraud or technical failure is determined at any time by ABLE, including after the submission window has closed.

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