

Notification - KSMART -Logo Competition

K-SMART (Kerala - Solution for Managing Administrative Reformation and Transformation) is a new data centric ERP based solution for LSGD in Kerala by using latest cutting edge technologies from market. This aim to build a smart e-governance solution for all Local bodies to ensure a good governance for local body employees, citizen or anyone seeing services through local bodies. This is going to be a mobile app based solution and local bodies all service applications will be integrated to this new KSMART platform.

Online submissions of all Services running in ULB's will be made available to Public including e-payment facilities and IOT Integration through KSMART. Civil Registrations and allied activities, Social Security Pensions, Revenue and Construction of Buildings with GIS Integration, Permissions and Licenses, Various complaints, Establishment activities etc are some of the features of KSMART.

Objectives: This competition aims to challenge creatives to capture the identity, essence and purpose of the KSMART into a logo that is compelling and timeless. Its goal is to generate a logo design for IKM which will be used in website, signages, office communication Mobile applications.

Eligibility: The contest is open to all artistic enthusiasts who agree to be bound by the contest rules. Violating any rule or not following instructions may eliminate participant's eligibility.

Submission: All submissions must comply with the guidelines stated below. A registration form will have to be duly filled-up and must be submitted before 09.12.2022. Last date for the submission of the contest will be 16.12.2022. Late submissions will not be considered. All entries must be submitted electronically to mail.ikm@kerala.gov.in. Submissions must include the full name of the person who designed the logo, email address, postal address, and telephone number. One or more submissions per person is acceptable. Each submission must be sent in a separate email. There is no fee to enter in to the contest.

Logo Design Guidelines and Parameters: The logo should incorporate designs of services offered through IT to Public prefaced herewith, Smart offices, futuristic Kerala Model. Entries must be submitted as JPEG /PNG files.

A single multi-page pdf set for high resolution, containing the following in this order and with the following page restrictions must also be submitted along with.

Page 1: logo in color

Page 2: logo in black and white

Page 3&4: logo shown in use: webpage, Catalogue, invitation, letterhead, banner and signage, business cards.

Page 5: Documentation (summary description or explanation of logo symbolism, designer's concept and intent) , along with Registration number via email at the time of registration.

Page 6: CV and short biographic information of designer

For quality reproduction purposes, the winning entry must later be submitted in scalable vector graphic format (EPS). Color must be CMYK, though the logo may also be reproduced in black and white. Contestants are advised to avoid gradients and half-tones. The logo must be easy to use, handle, resize, and manipulate for all reproduction purposes. It should be visually appealing on both small (as small as 2 cm x 2 cm) and large scales.

Intellectual Property: All 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. The winning submission becomes the sole property of IKM and may be used for any purposes, including, but not limited to, various mobile/PC Software Suite, display on websites, social media sites, posters, and other materials. If the winner is determined to have violated any rules later, he/she will be required to forfeit or return the prize, even if the determination is made after the prize has been awarded.

Determination of Winner and Prize: The winning entry will be selected by a panel comprised of the organizing committee members and two designers from the IT & Web Management / UI Developers / Domain Experts & Media team of IKM. Their decision will be final, and no further correspondence shall be entered into. Entries will be judged on their visual appeal, quality of design, and ease of reproduction for the purposes stated above. A winner will be selected and notified via email by 31.12.2022. Cash Prize of 1 Lakh will be awarded for the selected one.

Disclaimer: IKM 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. IKM will not be liable, for the purpose of winner and prize notification and delivery, in the event the contest winner has provided incorrect, outdated, or otherwise invalid contact information.