

INTRODUCTION

The Centre for National Security Studies (CNSS) invites talented designers to participate in a national competition to create a new logo that embodies our mission, values, and vision. The winning design will become the official logo of CNSS and will be used across all our platforms and materials.

ABOUT CNSS

The Centre for National Security Studies is dedicated to fostering innovative research and dialogue on issues of national security, emerging and deep technology, dual use technology, and strategic studies. Our mission is to contribute to the security and well-being of our nation through applied research, insightful analysis, and impactful policy recommendations.

OBJECTIVES

We are looking for a logo that:

- Reflects CNSS's commitment to national security through applied research
- Conveys innovation, strength, and trust.
- Is modern, professional, and easily recognizable.
- Can be effectively used across various mediums (print, digital, merchandise).
- Covers our Verticals of
 - India Strategic Studies
 - Non Traditional Security Studies
 - Emerging and Deep Technology Studies
 - Dual Use Technology Studies
- For Reference visit www.cnss.msruas.ac.in

PRIZES

- **First Prize: ₹5,000** and a certificate of achievement.
- **Second Prize: ₹3,000** and a certificate of achievement.
- **Third Prize: ₹1,500** and a certificate of achievement.
- All participants will receive a certificate of participation.

TIMELINE

- Competition Launch: **August 10, 2024**
- Submission Deadline: **August 20, 2024**
- Judging Period: **August 21-25, 2024**
- Announcement of Winners: **August 27, 2024**

JUDGING CRITERIA

- Originality and Creativity: How unique and innovative is the design?
- Relevance: Does the design effectively represent CNSS and its mission?
- Aesthetic Appeal: Is the design visually appealing and professional?
- Versatility: Can the logo be used in various sizes and formats?

DESIGN GUIDELINES

THEME AND CONCEPT:

The logo should incorporate elements related to national security, It should be versatile and timeless, suitable for various applications and contexts.

COLOUR SCHEME:

Preferred colours are shades of blue, Grey, and white, symbolizing trust, technology, and professionalism. Avoid overly bright or neon colours.

TYPOGRAPHY:

Use clean, modern, and legible fonts. The logo should include the text "Centre for National Security Studies" or its abbreviation "CNSS".

DESIGN SPECIFICATIONS:

The logo must be scalable and maintain clarity and impact at different sizes. It should be effective in both colour and black & white versions. Submission should include the logo in vector format (e.g., .ai, .eps) and high-resolution PNG or JPEG formats.

SUBMISSION REQUIREMENTS

- Format: Vector files (.ai, .eps) and high-resolution PNG/JPEG.
- Dimensions: Minimum 1000x1000 pixels, 300 DPI.
- Description: A brief description (max 200 words) explaining the concept and thought process behind the design.

SUBMISSION PROCESS

Submit your designs to:

- Ensure all files and required information are included in your submission.
- You will receive a confirmation email upon successful submission.

Terms and Conditions

- By submitting a design, participants agree that CNSS will own the copyright to the winning design.
- CNSS reserves the right to make modifications to the winning design if necessary.
- All submitted designs must be original and not infringe on any existing copyrights or trademarks.

We look forward to seeing your creative designs and thank you for participating in the CNSS Logo Design Competition!

FOR ANY INQUIRIES, PLEASE CONTACT US AT

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