

KALYAN SINGH SUPER SPECIALTY CANCER INSTITUTE
 (An Autonomous Institute under the Government of Uttar Pradesh)
 Lucknow, Uttar Pradesh

NOTICE INVITING ENTRIES; LOGO/SLOGAN DESIGN COMPETITION

1. About the Institute

Kalyan Singh Super Speciality Cancer Institute (hereinafter referred to as "the Institute" or "KSSSCI") is a premier autonomous Super Speciality Cancer Institute established by the Government of Uttar Pradesh with the vision of providing comprehensive, affordable, and advanced cancer care services under one roof. The Institute has been envisaged under the guidance of eminent cancer specialists and healthcare experts of India to serve as a centre of excellence in:

- Cancer diagnosis and treatment,
- Oncology education and training,
- Cancer-related research and innovation,
- Preventive and community oncology services.

KSSSCI is committed to delivering patient-centric, accessible, ethical, and evidence-based healthcare services to the people of Uttar Pradesh and the Nation. The Institute presently provides specialized oncology services through departments including:

- Radiation Oncology / Radiotherapy,
- Surgical Oncology,
- Medical Oncology,
- Paediatric Oncology,
- Nuclear Medicine,
- Pathology & Molecular Diagnostics,
- Critical Care and Allied Super Specialty Services.

The Institute aims to promote hope, healing, compassion and research excellence through advanced cancer management and public healthcare initiatives.

2. Objective of the Competition

a) The Institute invites creative and meaningful logo/Slogan designs that visually represent the vision, mission, and values of KSSSCI.

b) It would be desirable that the proposed Logo/Slogan symbolically reflect:

- Cancer care and healing,
- Medical excellence, teaching and research,
- Compassion and humanity,
- Hope and survivorship,
- Public healthcare service,
- Indian cultural ethos and Institutional dignity

c) Participants are encouraged to thoughtfully incorporate elements inspired by Indian concepts, Indian Knowledge Systems (IKS) and indigenous values associated with compassion, wellness, healing, and humanity, wherever appropriate.

d) The final result shall be decided by a panel of eminent personalities serving as an Independent and Neutral jury under the stewardship of Director KSSSCI.

3. Essential Design Criteria

It would be desirable that the submitted logo/Slogan:

- Be original and unpublished,
- Be visually clear and scalable,
- Be suitable for both colour and monochrome use,
- Maintain clarity in small and large formats,
- Reflect professionalism and institutional credibility,

- Avoid excessive complexity.

Important:

- No watermark, signature, initials, or identifying mark of the designer shall be permitted on the logo/Slogan.
- Any plagiarized or copied design shall be rejected outright.
- It would be desirable that the core concept, originality, symbolism, and creative essence of the submitted design primarily reflect the participant's own intellectual and creative contribution, while appropriately incorporating **elements of Indian Knowledge Systems, Indian ethos** and indigenous concepts of healing, wellness, and humanity.

4. Colour Palette Significance

- Participants are encouraged to use a colour palette appropriate to healthcare, oncology services, hope, compassion, professionalism, and Institutional dignity.
- The colour palette shall ensure clear visibility on a black background. The design shall also remain legible and recognisable in black-and-white printing.
- The selected colours to harmonize with the identity of a Government Super Specialty Cancer Institute.

5. Slogan / Tagline / Statement

- Participants may optionally submit a slogan/tagline along with the logo.
- Slogans/taglines shall be acceptable in Hindi, English or Sanskrit. It was deliberated that popular sayings from scriptures, manuscripts or Indian mythology may also be used.
- If submitted, the participant shall provide:
 - Meaning/significance of the slogan,
 - Conceptual relation to cancer care and the Institute,
 - Explanation of how the logo and slogan complement each other.
- It would be desirable that the slogan remains:
 - concise,
 - meaningful,
 - dignified,
 - and Institutionally appropriate.

6. Judgement Criteria

Entries shall be evaluated by the committee based on the prescribed criteria. Participants may address the evaluation parameters individually or collectively, as per the priority and concept of their design. The decision of the committee shall be Final and binding on all participants.

<u>Criteria Weightage/Consideration</u>	<u>Points</u>
Originality and creativity incorporating Institutional dignity and adaptability	03
Concept note / story behind the logo depicting the significance, rationale, and conceptual interpretation of the various components and elements incorporated in the proposed logo design, including the symbolism used, colour significance, and its medical, social, and institutional relevance.	05
Relevance to cancer care and oncology	02
Clinical and medical significance	02
Representation of hope, healing, and humanity	02
Social welfare and public healthcare representation	02
Visual simplicity and memorability High	03
Colour palette significance and harmony	02
Shape and symbolic representation (if planned to be incorporated in the design) – Use of appropriate medical symbolism.	02
Indian/Uttar Pradesh cultural relevance	02

7. Eligibility

The competition is open to:

- Individuals,

- Students,
- Artists,
- Designers,
- Professionals,
- Institutions and organizations.

8.Submission Requirements

Participants are encouraged to submit:

- Logo in high-resolution JPEG/PNG format,
- Editable/vector file (AI- Adobe Illustrator/CDR/EPS/PDF/SVG),
- Duly filled registration form.

9. Mode of Submission

Entries shall be submitted via email to:

Email ID: _____

10. Subject Line:

“Logo/Slogan Design Competition – KSSSCI”

11. Important Dates

<u>Event</u>	<u>Date</u>
Start Date of Competition	
Last Date for Submission	
Declaration of Result	

12. Prize & Recognition

Winner: Rs 25,000 for Logo and Rs 15,000 for Slogan

Certificate of Appreciation

- Recognition by the Institute
- The Institute may also provide appreciation certificates to shortlisted participants.

13. Terms & Conditions

- A mandatory declaration shall be obtained from participants accepting that all submissions shall become the sole proprietary property of KSSSCI and that they shall have no subsequent lifetime claim over their use. The declaration and terms shall expressly provide for the Institute's ownership and use of the submissions.
- The Institute reserves the right to modify, adapt, or use the selected design in any form deemed appropriate.
- The Institute reserves the right to reject any or all entries without assigning any reason.
- The decision of the competent authority/jury shall be final and binding.
- Submission of an entry shall imply acceptance of all terms and conditions.
- The selected participant shall sign and submit acceptance of the terms and conditions pertaining to intellectual property rights and transfer of logo/Slogan ownership.
- The selected submission shall be publicised, A specified cooling/objection period shall be notified for submission of written claims or objections to the MS/CMS office. If none are received within the notified period, it shall be recorded that no objections were received.

By Order
Director / Competent Authority
Kalyan Singh Super Specialty Cancer Institute (KSSSCI)
Lucknow, Uttar Pradesh

