

Submission Format and process guidelines:

1. Preferred file format: jpg, png
2. Maximum dimensions: 1000 x 1000 pixels
3. Should be designed on a digital platform
4. Versions required: A full-color version and a black-and-white version.
5. Participants will have to provide open files/ vector formats (AI, EPS, etc.) if requested
6. All submissions will be collated centrally and entries from each country will be shared with that country's POC.
7. All countries will be sharing their top 3 entries for the adjudication process. Each country may define relevant evaluation criteria for shortlisting the top 3 entries.
8. Payment to the winner will be made through electronic mode for which the necessary bank details will be taken after the declaration of the winner.

Evaluation criteria:

1. The entries will be judged based on elements of creativity, originality, composition, technical excellence, simplicity, artistic merit, and visual impact and how well communicated is the theme of Global Biofuel Alliance
2. Adaptability/ Practicality: The logo will be used for the project on different mediums and sources (websites, emails, knowledge products, banners, brochures, etc.)
3. Scalability: Readability and impact at variable sizes are important criteria.
4. Innovativeness: What are the creative elements of the design and how well has the artist been able to use creativity and originality in design?
5. Relevance to the theme: The design should deliver a message relevant to the alliance's objectives.