

LOGO DESIGN COMPETITION

for

UPSCR



INTRODUCTION

Lucknow Development Authority (LDA) is pleased to announce the launch of a Logo Design Competition for the Uttar Pradesh State Capital Region (UPSCR), inviting creative and innovative designs from individuals across India.

The Government of Uttar Pradesh has undertaken an important initiative to promote balanced and harmonious urbanization in the central region of the state. As part of this effort, it aims to develop the Uttar Pradesh State Capital Region (UPSCR), which comprises six districts: Lucknow (the State Capital), Unnao, Rae Bareli, Barabanki, Sitapur, and Hardoi—collectively covering an area of 26,741 sq. km.

To guide this development, the State Government is preparing a Regional Plan to ensure planned and integrated growth across the region. The plan will focus on establishing harmonized policies for land use control and infrastructure development. It will also include mechanisms to coordinate and monitor implementation, thereby preventing unplanned and haphazard growth especially in the peri-urban areas surrounding Lucknow

Core emphasis of UPSCR will be aligned along the following pillars of development –

1. Economic development
2. Social welfare
3. Health
4. Education
5. Housing
6. Transportation
7. Regional preservation



ELIGIBILITY & SUBMISSION REQUIREMENT

1. Participation is open to all individuals, creative professionals, and agencies.
2. No entry fee is required for submission.
3. Late submissions shall not be accepted or considered under any circumstances.
4. Participants must be 18 years of age or older at the time of submission.
5. Only one entry per participant or agency is allowed. Multiple entries from the same individual or email address will be considered invalid.
6. All the entries must be uploaded/submitted online ctpmlida@gmail.com and ldaarchcompetitions@gmail.com in digital format (JPEG/SVG/ PNG/PDF).
7. Logo designs should be submitted in high-resolution digital formats: JPEG, SVG, PNG, or PDF. Minimum resolution must be 600 DPI, and the image should appear clean and crisp when viewed at 100% on screen.
8. The logo must be visually appealing, simple to use, and adaptable across various formats and sizes — from as small as 2 cm x 2 cm to large-scale applications.
9. The design must be suitable for use across all media, including websites, social media platforms, letterheads, signage, posters, banners, press releases, and digital or print collateral.
10. No watermarking or branding is allowed on the logo submissions.
11. Participants must include the following details in their submission:
 - Full name / Agency name
 - Name and designation of the authorized representative (if applicable)
 - Contact information (phone number and email)
 - A valid government-issued photo ID proof
 - A brief description (concept note) explaining the logo design not exceeding 300 words

COMPETITION SCHEDULE

- Launch of the Competition and Submission/Registration : **9th July ,2025**
- Last Date for Online Submission/Registration : **22nd July,2025**
- Announcement of Final Result : **30th July,2025**

SELECTION PROCESS

1. The designs along with the concept submitted shall be scrutinized by the Selection Committee, LDA. Thereafter, LDA shall select the winning logo designs.
2. Entries shall be judged based on various parameters including elements of creativity, originality, composition, technical excellence, aesthetic qualities, simplicity, artistic merit and visual impact.
3. Three (3) logo design shall be selected, out of which.
 - a) Winning logo shall be awarded reward of Rs. 25,000/- and its logo design may be selected.
 - b) 1st Runner Up – Rs. 15000/-
 - c) 2nd Runner Up – Rs. 10,000/-
4. The winning participant/s shall be informed about their status through e-mail.

INTELLECTUAL PROPERTY RIGHTS

1. Plagiarism is strictly prohibited.
2. Logo shall not contain any material (Photograph, icon, symbol, image etc.) that is (Photograph, icon, symbol, image etc.) copyright protected.
3. The logo must not contain any objectionable, provocative, or inappropriate content.
4. The Participants shall be solely responsible for any copyright violation or infringement of Intellectual Copyrights in making the logo.
5. Participants acknowledge and agree that all copyright and other rights in the logo including rights in the drawings, text or any other content submitted to Lucknow Development Authority in respect of this competition shall be solely and exclusively owned by the Lucknow Development Authority.
6. By entering the competition, participants grant Lucknow Development Authority the right to use the winning logo in promotional materials, including but not limited to brochures, websites, and merchandise without any compensation, apart from the reward mentioned herein.

JURY MEMBERS

1. Secretary, Lucknow Development Authority
2. Chief Engineer, Lucknow Development Authority
3. Chief Town Planner, Lucknow Development Authority
4. Chief (PIU), Lucknow Development Authority

For any queries: Contact

Ar. Aditya Kushwaha

Team Lead – PMC, LDA

Contact No.: 9717895901

Mail on: ldaarchcompetitions@gmail.com

