

Kalutara Clinical Society Logo Design Competition Guidelines

Purpose

The Kalutara Clinical Society invites Medical Officers of Teaching Hospital Kalutara to participate in designing a creative and contemporary logo that reflects the Society's identity, vision, values. This initiative aims to establish an updated visual identity that represents the Society in the present era.

Eligibility

The competition is open only to Medical Officers of Teaching Hospital Kalutara.

Design Requirements

The logo should:

- Reflect the identity, vision, and values of the Kalutara Clinical Society.
- Be original and unique.
- The logo should be simple, timeless and easily identifiable.
- Incorporate, where appropriate, elements representing the heritage, culture, landmarks, or identity of the Kalutara District. (Avoid excessive details, gradients, or effects that may reduce visibility when printed or embroidered.)
- Be suitable for use in both digital and printed media. (Including letterheads, certificates, social media platforms, banners, apparel, and promotional merchandise.)
- Remain clear and recognizable when resized to both small and large dimensions.
- Be designed in the recommended colour palette:
 - Blue
 - Yellow
 - Gold
 - Black
 - White
- Also remain effective when reproduced in black and white.
- Ensure that any text included is clear, legible, and correctly spelled.

Submission Format

Participants must submit:

- Each participant may submit only one logo design.
- Logo should be submitted in PDF, JPG/PNG format. The file size should not exceed 10MB.
- The winner must provide the editable source file in AI, EPS, SVG, CDR, or another vector-based editable format.

- The designers' name or identifying watermarks/ marks should not appear on the logo artwork itself to ensure impartial judging.
- A brief description explaining:
 - The design concept and meaning of the logo
 - Symbolism
 - Any fonts used in the design (to be provided if selected as the winner).

Content Rules

The submitted logo:

- Must be entirely original.
- Must not contain offensive, political, defamatory, or inappropriate content.
- Must not copy, trace, or closely resemble any existing logo, artwork, or copyrighted material.
- Should appropriately represent the Kalutara Clinical Society.
- AI-generated or AI-assisted designs are permitted, provided the participant holds all necessary rights to the submitted work and fully discloses any AI tools used in creating the design. The participant remains solely responsible for originality and any intellectual property issues.

Evaluation Criteria

Entries will be assessed based on:

- Creativity and originality
- Relevance to the Society's identity and values
- Visual appeal
- Simplicity and memorability
- Versatility across digital and print applications
- Scalability and clarity at different sizes
- Quality of concept explanation

Disqualification Criteria

Entries will be disqualified if they:

- Are plagiarized or copied.
- Violate copyright or intellectual property rights.
- Fail to comply with the submission requirements.
- Are submitted after the deadline.
- Contain offensive, political, defamatory, or inappropriate content.
- Closely resemble existing logos or copyrighted artwork.

Judging Process

- All eligible entries will be reviewed by a panel appointed by the Executive Committee of the Kalutara Clinical Society.
- The judging panel's decision shall be final and no correspondence regarding the judging results will be entertained.
- The Society reserves the right not to select a winner if no submission satisfactorily meets the required standards.

Ownership and Rights

By submitting an entry, participants agree that:

- The winning logo becomes the exclusive property of the Kalutara Clinical Society.
- The Society shall own all copyright and intellectual property rights relating to the winning logo.
- The Society may reproduce, modify, adapt, publish, or distribute the logo in any format without additional permission or compensation.
- The winning designer must provide the editable source file and any fonts used.
- The Society reserves the right to request reasonable modifications to the winning design.
- The designer may be acknowledged as the creator of the winning logo, at the Society's discretion.
- Participants confirm that their submission does not infringe upon any copyright, trademark, or other intellectual property rights of any third party.
- Any liability arising from copyright infringement shall remain the responsibility of the participant.

Winner's Prize

- An attractive prize will be awarded to the winner.
- The winner will receive a certificate of recognition from the Kalutara Clinical Society.

Deadlines and Announcements

- Submission Deadline - 30 August 2026
- Submission Email Address - kalutaraclinicalsocietythk@gmail.com (Email Subject- KCS LOGO Competition- [Designer name])
- Please include the following details with your submission:
 - Full Name
 - Unit/Department
 - Designation
 - Telephone Number
- Incomplete submissions or submissions received after the deadline may not be considered.

Disclaimer

- **The Kalutara Clinical Society reserves the right to amend these guidelines if necessary.**
- **Submission of an entry constitutes full acceptance of these guidelines and all decisions made by the Society regarding the competition.**

~ Team KCS ~