

Terms of Reference for NHDCL Logo Design

5th March 2024

1. Invitation:

NHDCL initiated the rebranding exercise in 2023 and would now like to redesign our Logo by outsourcing the work to experts in the field of Logo design or similar works. As we embark on our rebranding journey, it is crucial to emphasize the significance of our visual identity, one of which can be achieved through our logo. Our new logo will serve as the cornerstone of our identity, capturing the essence of who we are, what we stand for, and how we want to be perceived by the public. The logo will serve as the visual embodiment of our vision, mission and values. NHDCL would like to invite interested individuals/firms to participate in the redesign of our company Logo. Kindly approach the logo design process with creativity and strategic thinking.

2. Submission

- a. When: 5 pm, 15th April 2024
- b. Accepted Formats: Hard Copy and Soft Copy (PNG Version)

*Please submit it to prakash.bhandari@nhdcl.bt/ sonamchoden@nhdcl.bt

3. Prize:

Winning Prize: Nu. 50,000/-

4. Scope:

- a. The competition is open to all.
- b. Participants can submit their entries individually or in groups.
- c. Entries must be original and should not infringe upon any copyrighted material.

5. Design Consideration:

- a. Entries are encouraged to be in soft copies (PNG Version). However, hard copies (hand-drawn) will also be accepted.
- b. The entries should include a rationale for the design:
 - i. 150-200 words in English to describe the proposed logo's concept, theme, and symbolic elements.
- c. The Logo should incorporate NHDCL colors:
 - i. *Sand Dune* (#897462)
 - ii. *Mineral Green* (#305845)

iii. White (#EBEBEB)

The company font is Arial

6. Evaluation Criteria:

Criteria	Score
Brand representation (what the company stands for)	10
Simplicity	20
Adaptability	20
Originality	10
Visual Composition and Aesthetics	20
Rationale of the Logo	20
Total	100

7. Company Information:

- a. **Vision:** Building resilient and affordable homes for a sustainable future.
- b. **Slogan:** Creating Homes, Inspiring Lives
- c. **Mission:**
 1. Develop and promote safe and affordable housing solutions that cater to the diverse needs of individuals and communities, particularly low and middle-income groups and to ensure accessibility, quality, and sustainability.
 2. Foster innovation and excellence in housing development by adopting cutting-edge technologies and best practices and setting new standards for quality, design, and construction.
 3. Empowering communities through housing development initiatives that focus on social inclusivity, well-being, and economic development.
 4. To become a financially sustainable company.

8. Modification and Changes: NHDCL may ask the selected entries to incorporate changes and make further modifications to their submissions as per the evaluation

committee's comments. The changes and modifications will have to be incorporated within 2 weeks.

9. Note: NHDCL has the right to accept or reject any entries and the decision of the management on the design will be final and binding.

10. Copyright: NHDCL will have a copyright on the selected design.

*****GOODLUCK*****