



ANDHRA UNIVERSITY

VISAKHAPATNAM, ANDHRA PRADESH, INDIA

NAAC – Accredited "A⁺⁺" Grade with a CGPA of 3.74 out of four point scale
"ISO 9001 : 2015 Certified"

Ref. No.: AU/Centenary/LogoComp/2025/01

DATE: April 5, 2025

NOTICE

Sub: Competition for Design of Andhra University Centenary Logo & Branding Guidelines.

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Andhra University is approaching a historic milestone – the completion of 100 glorious years of academic excellence and service to the nation. To commemorate this momentous occasion, the University will be celebrating its Centenary Year from April 26, 2025, to April 26, 2026.

To capture the spirit of this landmark achievement, the Centenary Celebration Committee (CCC) invites creative and innovative designs for the official **Centenary Logo** and associated **Branding Guidelines** through an open competition.

Eligibility: This competition is open to all current **Students, Faculty (including retired), Staff, and Alumni** of Andhra University.

Design Brief: The Centenary Logo should:

1. Symbolize Andhra University's rich legacy, enduring spirit, and vision for the future.
2. Reflect the significance of the 100-year milestone (1926-2026).
3. Be original, unique, aesthetically pleasing, and easily recognizable.
4. Be scalable and adaptable for use across various platforms including digital media, print publications, merchandise, stationery, etc.
5. Optionally incorporate elements representing knowledge, wisdom, the region (Visakhapatnam), or AU's iconic features, in a contemporary style.

Submission Requirements: Submissions must be made in the form of a PowerPoint Presentation (.ppt or .pptx format) containing the following slides:

- **Slide 1: Participant Details**

- Full Name
- Status (Student/Faculty/Staff/Alumnus)
- Roll Number / Employee ID / Alumni Batch & Year
- Department/College
- Active Contact Number
- Email Address

- **Slide 2: Logo Design**

- Clear image(s) of the proposed logo.
- Include variations if applicable (e.g., colour, black & white, single colour).
- *(Ideally, the design should be created in vector format, e.g., using Adobe Illustrator/CorelDRAW. While the initial submission is PPT, the winner may be requested to provide original vector files.)*

(P.T.O.)

- **Slide 3: Concept Note / Rationale**
 - A brief explanation (maximum 200 words) of the design concept and how it represents the centenary theme.
- **Slide 4: Branding Guidelines**
 - Proposed Primary Colour(s) and Secondary Colour(s) with their codes (e.g., PANTONE, CMYK, RGB, Hex).
 - Proposed Primary Font(s) and Secondary Font(s) (suggest readily available or open-source fonts).
 - The participants shall declare that all designs and its Copyrights are transferred to Andhra University and shall not be used or shared elsewhere.

Submission Method:

- Submissions must be sent via email to **au.centenarylogo@andhrauniversity.edu.in**
- The subject line of the email must be: **"Centenary Logo Design Submission - Your Full Name"**
- Only one entry per participant/team (max 2 members) is allowed.
- Entries once submitted shall be the property of Andhra University and all rights deemed to be transferred to Andhra University.

Submission Deadline:

- The deadline for submitting entries is **5:00 PM on April 17, 2025**. Late submissions will not be considered due to the urgent timeline.

Selection Process & Recognition:

- All eligible entries received by the deadline will be reviewed by a specially constituted Selection Committee.
- The winning entry, potentially with modifications suggested by the Committee, may be adopted as the official Centenary Logo and Branding Guideline for Andhra University's Centenary celebrations.
- The designer(s) of the selected logo will receive recognition of appreciation and felicitation from the University.
- The University reserves the right to not select any entry if none are found suitable.

Originality:

- All submissions must be the participant's original work and should not have been previously published or be under consideration elsewhere. Submissions must not infringe on any third-party copyrights.

All members of the Andhra University fraternity are encouraged for enthusiastic participation to contribute to this historic occasion.


(E.N. DHANAMJAYA RAO)

REGISTRAR
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ANDHRA UNIVERSITY
VISAKHAPATNAM-530 003

To

All Deans / Directors / Principals of Constituent Colleges / Heads of Depts. / Administrative Officers.
The Director, A.U. Computer Centre - *with request to post the Notice in A. U. Website.*
All Officers in A.U. Administration
The Public Relations Officer, A.U.

Copy to:

The Secretary to Hon'ble Vice-Chancellor, Rector's Table, P.A. to Registrar, A.U.

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