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**BHUTAN NATIONAL BANK LIMITED**

ISO 9001 : 2015 & ISO 27001 : 2013 CERTIFIED

## TERMS AND CONDITIONS FOR LOGO DESIGN COMPETITION FOR BHUTAN NATIONAL BANK

### BACKGROUND

Since the inception in 1997, BNB has played the lead role in driving change in the Bhutanese banking system; we were the first financial institution to float shares to the public, we introduced Bhutan to the core banking systems(CBS), ATMs, PoS machines, Credit cards, Internet banking, and B-wallet, a forerunner to our mPAY systems. Today the bank has grown to a total asset worth of Nu. 52.80 bn from Nu. 1.03 bn in 1997.

Our purpose, awarded to us by the throne, continues to be **“To provide financial choice through innovation.”** This is underpinned by a set of values that go beyond profit and define who we are. Our Core values add to the acronym DELIGHT;

**Discipline:** In practice, thought and action.

**Entrepreneurship:** Through idea, meritocracy, recognition and empowerment.

**Learning:** By improving continuously and failing well.

**Integrity:** Through fairness and transparency in our actions.

**Grit:** Through passion and resilience in adversity.

**Humility:** In the way we interact and deliver service.

**Teamwork:** Through individual respect underpinned by a united purpose.

### 1. ELIGIBILITY

- Only Bhutanese individuals and firms are eligible to take part in this competition.
- Participants: Individuals, groups or firms.
- Participant can submit a maximum of only one entry.
- The prize will be given to the author of the competition entry in case of a group.
- The employees of BNBL and their immediate family members are not eligible to participate in the competition to avoid conflict of interest.

### 2. DESIGN CONSIDERATION

- Proposed logo design should communicate the reason for existence of BNBL and its products and services.
- Furthermore, the logo design should clearly show the importance of BNB values.
- Logo artwork should be at least 2 inches x 2 inches.
- File should be of high resolution (over 300dpi) and should be clear and visible (not pixelated or bit-mapped) when viewed on screen at 100%.
- Logo should be designed using colors (Not Grayscale or Black & White).
- Logo should incorporate color/s that portray uniqueness through the color system.
- Logo design should encompass key elements of logo design i.e., simple, relevant, versatile, memorable and unique.

### 3. LOGO, RATIONALE & OBJECTIVE

- The main objective of the logo is to create awareness and publicity about BNBL, create a brand, identity and visibility among the public and to give the audience a quick recognizability about BNBL.

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- Participants can log in to [www.bnb.bt](http://www.bnb.bt) for detailed information about the banks vision, mission, values, products, services, etc.
- Artwork entries must be submitted in PNG format with transparent background.
- A maximum of 100 words in English/Dzongkha to describe the concept, color system, theme and symbolic elements should be included under the rationale.
- All logo design must be adaptable onto any form/surface of BNBL publicity materials, including but not limited to, websites, banners, letterheads, flyers, poster, etc.
- BNBL shall have the right to use, print or reproduce the prize winning logo or any submitted logo in any form it deems fit.

## 4. INTELLECTUAL PROPERTY RIGHTS

- BNBL will be the sole and legitimate owner of the winning logo. The individual/firm shall have no right to claim ownership of the logo once submitted.
- The winner/participant will have to submit the EPS/CDR/SVG/PSD/original drawing or digital file of the logo to BNBL.
- Participants should acknowledge and agree that all copyright and other rights in the logo including rights in the drawings, text or any other content submitted to BNBL in respect of this competition shall be solely and exclusively owned by the BNBL.
- All participants agree to assign absolutely to BNBL without charge of all intellectual property rights, including the right to use, reproduce, modify, publish, license and/or otherwise deal with (whether for commercial and non- commercial purpose) the submitted logo design(s).
- Participant/s represent and warrant that his/her/their entry is his/her/their own original work/creation and do not infringe the intellectual property rights of any third party.

## 5. SUBMISSION DETAILS

Last date for submission of entries is **4pm on 03.10.2022**. The submission in a **sealed envelope** must contain the following;

- PNG file of the logo ONLY (with clear/transparent background)
- PDF file containing the following:

### Page 1

CID(s)/License number in case of a company/firm

Full Name (s)

Firm/Company (if applicable)

Address

Mobile Number

Email

### Page 2

Logo & Rationale : Logo <Logo Image>

Rationale in not more than 100 words <Text on Rationale>

### Page 3

#### Acceptance statement to the terms and conditions

I/We .....Holding CID(s) numbers.....adhere to all the

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terms and conditions specified for the logo competition.

Legal Stamp

Signature

The submission must be made to the following contact person in the bank;

**Mr. Ugyen Tashi Dorji, Procurement Officer, BNBL Corporate Office, Thimphu**

## 6. SELECTION PROCESS

- The winner shall be chosen based on design consideration mentioned in the point no. 2 & 3 of Terms & Conditions for this logo competition.
- Only the shortlisted participants shall be called for presentation.
- An appointed jury will select the winners. The decision of the jury of BNB for selecting the winner shall be treated as final & binding to all the participants.
- BNBL has the right to select or not select any winner if any of the entries does not meet the banks expectations.

## 7. PRIZE

The prize money for the winner will be **Nu. 80,000 (Eighty thousand only)**

- The winner will be contacted via email/ phone number as per details furnished in point no 5.
- Necessary tax deductions will be made as per the prevailing taxation rules from the prize money. Payment will be made by cheque/fund transfer.

8. No plagiarism shall be allowed and logo submitted shall not use any material (photograph, icon, symbol, image etc.) that is copyright protected.

9. The responsibility to comply with the guidelines and other conditions fully lies with the participant/participants and BNBL shall not be liable for any dispute raised by a third party.

10. Incomplete submission in any respect or not meeting the terms and condition of the competition will be rejected without assigning any reason thereof.

11. Participant/s should not imprint or watermark logo design.

12. BNBL reserves the right to cancel or amend all or any part of the competition and/or the terms/condition without notice.

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