

GOVERNMENT OF HIMACHAL PRADESH
DIRECTORATE OF SCHOOL EDUCATION
Shimla-171001

Directorate of School Education

19 JAN 2026

PUBLIC NOTICE / Invitation for public participation regarding logo design for
CBSE-affiliated Government Schools in Himachal Pradesh Shimla-171001

In furtherance of the Government's endeavour to establish a distinct visual identity for CBSE-affiliated Government Schools in Himachal Pradesh, and with a view to encouraging public participation, creativity, and inclusiveness, the Directorate of School Education, Himachal Pradesh, hereby invites original and innovative logo designs from the general public for adoption as the official logo of CBSE-affiliated Government Schools operating under the academic framework of the Central Board of Secondary Education.

The proposed logo shall serve as a symbol of academic excellence, integrity, innovation, and the rich cultural and geographical heritage of Himachal Pradesh, and shall be used uniformly across all CBSE-affiliated Government Schools in the State.

1. OBJECTIVES OF THE INITIATIVE:

- i. The key objectives of inviting logo designs through public participation are:
- ii. To create a unique, recognisable, and uniform visual identity for CBSE-affiliated Government Schools in Himachal Pradesh
- iii. To encourage citizen engagement, particularly of students, teachers, artists, and designers.
- iv. To reflect the values of quality education, inclusiveness, discipline, innovation, and national integration, in harmony with the ethos of CBSE
- v. To ensure transparency and openness in the selection of the official logo

2. ELIGIBILITY: The competition is open to:

- i. School and college students
- ii. Teachers and education professionals
- iii. Professional designers, artists, and creative practitioners
- iv. Members of the general public
- v. Institutions / groups / collectives (optional)
- vi. There shall be no entry fee for participation.

3. DESIGN REQUIREMENTS & CONCEPTUAL GUIDELINES: The logo design must:-

- i. Symbolize education, knowledge, growth, and excellence
- ii. Incorporate or resonate with the cultural, natural, or educational identity of Himachal Pradesh
- iii. Be appropriate for use in a formal Government and academic context
- iv. Be suitable for application on:
 - a. School uniforms
 - b. Certificates and mark sheets
 - c. Letter heads and official publications
 - d. Websites, digital platforms, and social media
 - e. School signboards, banners, and publicity material
 - f. Stationeries, books covers, Identify cards etc.

- v. The design must not:
 - a. Contain religious, political, or sectarian symbols
 - b. Include copyrighted or plagiarised material
 - c. Include offensive, discriminatory, or inappropriate content
 - d. The logo should be simple, dignified, scalable, and capable of reproduction in:

4. TECHNICAL SPECIFICATIONS:- Logo must be delivered with following mandatory deliverables:-

- i. File formats for submission: JPEG / PNG (high resolution)
- ii. Resolution:
 - a. Print File- Minimum 300 DPI
 - b. Digital File- 72 DPI/96 DPI
- iii. Participants shall be required to submit editable/vector files
 - a. AI, EPS, CDR, SVG, PDF
- iv. No distortion at any size.
- v. Should be compatible with applications for use like letters, certificates, websites, social media, dresses/ uniform, IDs, stationery etc. (See Para 3 (iv) also)

5. Submission Procedure:-

- i. Each participant may submit only one logo design.
- ii. Each entry must be accompanied by a brief concept note (maximum 150 words) explaining the symbolism and design philosophy
- iii. Logo designs shall be submitted through the online through email address i.e cbseaffiliationhp@gmail.com
- iv. All submissions must clearly mention:
 - a. *Name of the participant*
 - b. *Address and contact details*
 - c. *Declaration of originality*
- v. Incomplete or improperly submitted entries shall be liable to rejection.

6. Selection Process:-

- i. A duly constituted Selection Committee comprising subject experts and senior officers shall evaluate the submissions.
- ii. Evaluation shall be based on:
 - a. Creativity and originality.
 - b. Conceptual clarity and symbolism.
 - c. Simplicity and adaptability.
 - d. Suitability for long-term official use.
 - e. Alignment with CBSE values and Government school ethos.
 - f. The decision of the Government shall be final and binding, and no correspondence in this regard shall be entertained.

7. Award & Recognition:- The selected logo shall;

- i. Be awarded a Cash Prize of ₹25,000/- (or such amount as approved by the Government)
- ii. Be officially adopted and used across all CBSE-affiliated Government Schools in Himachal Pradesh.

8. Intellectual Property Rights:



- i. The selected logo shall become the exclusive intellectual property of the Government of Himachal Pradesh.
- ii. The designer shall waive all rights, claims, or demands relating to copyright, royalty, or future usage of the logo.
- iii. The Government shall have full and unrestricted rights to modify, adapt, or reproduce the logo for official purposes.

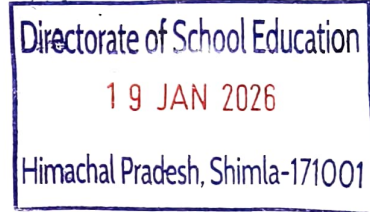
9. Important Dates:

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| i. Date of issue of public notice | : | 19.01.2026 |
| ii. Last date for submission of entries | : | 30.01.2026 |
| iii. Announcement of selected logo | : | 15.02.2026 |

10. General Conditions:-

- i. The Directorate reserves the right to accept or reject any or all entries without assigning any reason.
- ii. The competition may be modified, extended, or cancelled at any stage at the discretion of the Government.
- iii. Participation shall be deemed as acceptance of all terms and conditions mentioned in this notice

Issued by:
Directorate of School Education, Himachal Pradesh
For and on behalf of the Government of Himachal Pradesh



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