

MOST IMMEDIATE

F.No.DP/PUB/210/17
Central Board of Excise & Customs
Directorate General of Taxpayer Services
C.R. Building, I.P. Estate
New Delhi-110109

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Dated the 18th August, 2017

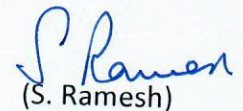
OFFICE MEMORANDUM

Subject: Logo and Branding Concept Competition – reg.

As you are aware the CBEC is being rechristened as the Central Board of Indirect Taxes and Customs (CBIC) as a follow up of the implementation of GST from 1st July, 2017. Appropriate legislative changes to give effect to this nomenclature change are being made.

2. The change in name has become necessary as GST has subsumed the erstwhile Central Excise and Service Tax, alongwith a host of other Central and State indirect levies. CBEC will, thus, be administering GST and Customs, and Central Excise Duty will continue to be applicable on specified Petroleum as well as Tobacco products.
3. One of the consequences of the above change would be the need for a new logo and branding for our esteemed organization in keeping with the current ethos, priorities and work culture. It is felt that logo and branding for an organization can be best conceived by a member of the organization, who is steeped in the culture and traditions of the organization. Logo/branding designed by a member of our organization would best communicate and symbolize the ethos of the organization. A brief note is attached for information.
4. It is, accordingly, requested to hold a Logo and Branding Competition in every zone / directorate and send selected entries to DGTS (details in Annexure) by ~~31~~ 30.8.2017 positively.

Encl: As above.


(S. Ramesh)

Member (Admn/TS)

To:

1. The Principal Chief Commissioner/Chief Commissioner of GST (All);
2. The Principal Chief Commissioner/Chief Commissioner of Customs (All);
3. The Principal Director General / Director General under CBEC (All).

Logo and Branding Concept Competition

Central Board of Indirect Taxes & Customs (CBIC)

1. The CBEC is being rechristened as the Central Board of Indirect Taxes & Customs (CBIC).
2. This would necessitate the need for a new logo and branding for our esteemed organization. It is felt that logo and branding for an organization can be best conceived by a member of the organization who is well steeped in the culture and traditions of the organization. Logo/branding designed by a member of our organization would best communicate and symbolize the ethos of the organization.
3. Accordingly, a competition for Logo and Branding Concept is being held, the details of which are given in the succeeding paragraphs.
 - a. The entry to this competition is open to all employees and their families.
 - b. All entries must reach the office of Director General of Taxpayer Services by 28th August 2017 in hard copy. The entries should be addressed to Dr. Yashovardhan Pathak, Additional Commissioner, Room No. 168, Central Revenues Building, I.P. Estate, New Delhi-110109.
 - c. Following are the mandatory parts of an entry to be considered valid :
 - i. A covering letter giving name, designation, office details, phone number and email id of the sender as well as a list of enclosures. In case the entry is from a family member, the covering letter is to be made by the CBEC employee specifying the name of the designer and the relationship.
 - ii. Proposed design of the logo. This could be low resolution like a PPT slide or a High resolution design in Corel Draw or InDesign. Any other suitable design software may also be used. The logo should be in colour as well as monochrome.
 - iii. At least two of the starred optional elements listed in the Appendix.
 - iv. A write-up on the design concept and the thought process/ symbology behind the elements of the proposed design. An explanation of subliminal message in case any element of the design carry such message.
 - d. Additionally and optionally, the entry may also consist of other branding elements and rules as well as exclusions, if any envisaged out of the elements listed in the Appendix. Though not mandatory, completeness of thought process and detailing may carry weightage in deciding the first among equals among the top entries.
4. The entries would be adjudged as follows :
 - a. The entries would be scrutinized by the Directorate General of Taxpayer Services.
 - b. A panel of officers nominated by the Board would select five best entries from amongst the entries received from the zones / directorates for a final decision by the Board.
 - c. The proposers of the entries that make it to the final may be called upon to present their concept to the Board.
5. The winner would be rewarded as follows :
 - a. The logo would be unveiled at an appropriate event. His/her contribution would be acknowledged.
 - b. He/she would receive a certificate testifying his contribution.

List of Optional Branding Artefacts

Identity Artifacts

- Credo/Motto*
- Mascot*
- ColourPalette
- Fonts
- Negative List

Point of Presence Artifacts

- Office Sign Boards*
- Direction Signage (for approaches)*
- Reception Design*

Communication Artifacts

- Letter Head
- Continuation Sheet
- Envelope
- Email Format*

Office Artifacts

- Visiting Cards*
- Access Cards
- Visitor Tags

Computer Artifacts

- Presentation Slide Themes and Formats*
- Document designs for case studies, Information handouts, General Publications*
- Standard Layouts
- Wallpapers*
- Screen Savers*
- Mascot Posture Library

Pride in Organization Artifacts

- Personal Letterheads
- T-Shirt
- Sports Wear
- Vehicle Display

Technical&Reference Material

- Brand Document
- Document/Publication design rules.
- Logo in reverse
- Logo in Black & White
- Logo in RGB and CMYK for all colours
- HD Artworks (Vectors)