



# BHUTAN CREATIVE ARTS FESTIVAL B-CAF



## TERMS OF REFERENCE (ToR)

### For logo design competition for Bhutan Creative Arts Festival, B-CAF

#### 1. BACKGROUND AND CONTEXT

The rise of the creative industry is a global phenomenon. It is one of the most dynamic and fast-growing sectors that can provide a significant contribution to achieving sustainable development. Creative Industry has proven not only to generate income, create jobs and export earnings, but also encourages creativity and innovation in attaining inclusive, equitable, and sustainable growth and development. In Asia and Europe, countries and cities are exploring ways in which creative skills and concepts can make lives better and economies vibrant.

His Majesty the King reiterated on several occasions, “what we lack in numbers, we must make up in talent”. Organizing the Creative Arts Festival is a befitting way to honor and regard these words from the Golden Throne. The first of its kind in Bhutan, the festival will provide the platform to showcase the talent of creative Bhutanese people and make them the inspiration for other young innovative minds. The festival expects to transform the lives of children and young adults by harnessing the potential of creative learning and cultural opportunity to enhance their aspirations, achievements and skills.

For this, the Department of Information and Media (DoIM) in collaboration with the Royal Textile Academy of Bhutan (RTAB) is proud to architect this event, to promote the creative industry in the country. This is one of the ways to upgrade the quality of Bhutanese contemporary arts and in the long run help in creating job opportunities, income generation and diversifying the economy by exporting Bhutanese creativity regionally and internationally.

#### 2. OBJECTIVES OF B-CAF:

The main aim of the Creative Arts Festival is to promote the creative industry in Bhutan, provide a platform for artists to showcase their talent and make people appreciate local creativity. The objectives include:

- To make visitors take part in creating art and to inspire youth
- Festivals are the most effective way for artists to flaunt their expressions and creativity.
- The festival will give creative artists the opportunity to showcase their artistic talents.
- To become the premier spring event

- To connect artists to the market
- Creating art vibrancy

**3. OBJECTIVES OF THE LOGO;**

- To create awareness and publicity about B-CAF
- Create a brand, identity and visibility among the public.
- To give the audience a quick recognizability about B-CAF.
- To create vibrancy and promote the Creative Industry.

**TERMS AND CONDITIONS**

**1. ELIGIBILITY**

- I. Only Bhutanese individuals and firms are eligible to participate in the competition.
- II. Participants are allowed to submit a maximum of only one entry.
- III. The employees of RTA and DoIM and their immediate family members are not eligible to participate in the competition so as to avoid conflict of interest.

**2. CONDITIONS TO BE FULFILLED BY THE INDIVIDUAL/CONSULTANT**

- a. The logo should be reflective and communicate the wider vision/objectives of the Bhutan Creative Arts Festival indicated in the ToR.
- b. The Logo should be submitted in two formats; 1 The latter one should be of high resolution (over 300dpi) and should look clean (not pixelated or bit mapped ) when viewed on screen 100%.
- c. Logo should be designed using colors (not grayscale or Black & White).
- d. Logo design should encompass key elements of logo design i.e. simple, relevant, versatile, memorable and unique.
- e. A maximum of 100 words in english/dzongkha to describe the concept, theme and symbolic elements should be included under the rationale.
- f. The logo design should be adaptable onto any form/surface of B-CAF publicity materials, including but not limited to, websites, letterheads, flyers, posters, etc.

**3. OWNERSHIP:**

The B-CAF will be the sole and legitimate owner of the winning logo. The individual/Consultant shall have no right to claim ownership of the logo once submitted. The Individual/Consultant shall not use or reproduce the logo without the written permission from the Client. BCAF shall have no right to use/reproduce the other submissions.

**4. SUBMISSION DETAILS:**

- I. The last date for submission of entries is 7 May 2022 via email at [bcaf.bhutan@gmail.com](mailto:bcaf.bhutan@gmail.com). Kindly submit the work addressed to the:

*Festival Director,*

*Bhutan Creative Arts Festival (B-CAF)*

*Thimphu, Bhutan*

- II. The submission must contain the following;
- Logo design in a vector and raster graphic format.
  - Individual or Firm/consultant details (Name, CID/license number, email address, contact number).
  - A maximum of 100 words in english/dzongkha describing the concept, theme and symbolic elements of the logo.
  - Acceptance letter for ToR signed by the individual or firms. (form attached below)

\*\*For any clarification related to this TOR, you may write to us at [bcaf.bhutan@gmail.com](mailto:bcaf.bhutan@gmail.com) or call 17810353

**5. SELECTION CRITERIA**

- I. The winner shall be chosen based on the consideration mentioned in point number 2 *i.e. conditions to be fulfilled by individual/consultants* of the ToR for logo competition.
- II. 3 shortlisted Participants shall be called for presentation to the B-CAF Committee.
- III. The B-CAF committee has the right to select or not select any winner if any of the entries doesn't meet committee expectations.

**6. COMPOSITION OF THE REVIEW COMMITTEE FOR THE LOGO COMPETITION**

The Review Committee shall consist of the officials from the B-CAF working committee and if necessary, working professionals and experts in the field.

**7. PRIZE MONEY**

The prize money for the winner will be

- I. Nu. 50,000/- (Fifty Thousand Only)
- II. The winner will be informed via email and phone number provided by the participant.

- 8.** The work must be original, unpublished, un-produced, and un-optioned work of the firm/consultant; The individual/firm must ensure that they are the sole author of the work and that it does not infringe on any existing copyright.
- 9.** The winner/participant will have to submit the ESP/CDR/SVG/PSD/original drawing or digital file of the logo to B-CAF.
- 10.** B-CAF shall have the right to use, print or reproduce the winning logo in any form.
- 11.** B-CAF reserves the right to cancel or amend all or any part of the competition and/or the terms/condition without notice.
- 12.** Entries with incomplete profiles will not be accepted.

**ToR Acceptance Letter**

I/We.....holding CID no or license no.....adhere  
to all the terms and conditions specified in the ToR of the logo design competition.

Name:

Legal Stamp

Signature