



Kulhudhuffushi City Women's Development Committee Logo Design Competition
Competition Rules and Guidelines

1. Introduction

The Kulhudhuffushi City Women's Development Committee (WDC) is a committee established to promote women's rights, increase women's participation in political and economic spheres, and carry out development activities at the community level. An official logo will be used on the resources utilized by this committee and for various official occasions.

The Kulhudhuffushi City Women's Development Committee invites registered businesses/companies/studios and individual designers from across the Maldives to submit logo designs for the committee's official visual identity.

The designs selected from this competition will be used as the official logo of the Kulhudhuffushi City Women's Development Committee. Additionally, these designs will be utilized in promotional activities, various works of the Kulhudhuffushi City Women's Development Committee, and on the committee's official social media accounts.

Kulhudhuffushi City Women's Development Committee

Vision: To build an empowered and equal society for women.

"ހަރުދަނާ ބަލިބިފައިވާ ދިރިއުޅެމިން ބާނާ ސަލާމަތް ދިނުމަށް ފޯމުލަވާ ދަތުރު"

Mission: To promote women's development, equality, and well-being.

"ހަރުދަނާ ބަލިބިފައިވާ ދިރިއުޅެމިން ބާނާ ސަލާމަތް ދިނުމަށް ފޯމުލަވާ ދަތުރު"

Duties / Responsibilities of Kulhudhuffushi City Women's Development Committee

1. To advise the council on matters regarding the development of the island or city, as well as on the development and strengthening of municipal services provided by the council.
2. Working to increase women's participation in the political sphere.
3. To advise the council on ways to increase women's participation in the arts, administration, and business, and to raise awareness regarding these matters among the residents of the island or city.



4. To identify ways to provide the necessary assistance to women in religious and social matters, and to advise the council on methods to provide such support in an effective and sustainable manner.
5. To advise the council on the resources and arrangements that can be established or strengthened within the island or city to prevent domestic violence and acts of harassment in the workplace.
6. To identify ways to increase awareness regarding women's and children's health—including information and treatment-related matters necessary for the prevention of diseases and health risks—and to provide advice to the Council on these matters.
7. Conducting various programs and awareness campaigns at the island or city level to protect women's rights, and providing advice to the council regarding these matters.

Kulhudhuffushi City Women's Development Committee

2. Prize

The winner of Kulhudhuffushi city Women's Development Committee's Logo Design will receive a prize of **MVR 10,000/-**

3. Eligibility

Participation in this competition is open to all individual designers, and registered businesses and studios in Maldives.

Only one submission per designer or studio/business will be accepted for each.

4. Requirements and Specifications

Contestants should submit their entries for the competition according to the following requirements and specifications. Entries not meeting these criteria will not be accepted for judging.

All submitted work must be original and not based on any pre-existing design.

a. Specifications and Formatting

This design must be dynamic, unique, creative, and memorable. Furthermore, it must represent the committee's objectives and be crafted with consideration for the distinctiveness of Kulhudhuffushi, its culture, history, and identity.

The Designer have the flexibility to either do word mark, letter mark, abstract mark or combination mark.

For purposes of submission, contestants should submit the design as:

1. A single image file including both black and white and color versions of logo on a white background (no transparency), in PDF format.
2. Color profiles: Greyscale, RGB.



3. A single multi-page pdf set (branding document) for vector image, containing the following in any order and with the following:

- logo in color
- Logo with committee name in English "Kulhudhuffushi City Women's Development Committee"
- Logo with committee name in Dhivehi "ކުލުހުދުހުބުލުޝީ ސިޓީ ވޮމަންސް ޖެނެރޭޝަން ޖެނަރަލް ޑެވަލޮޕްމަންޓް ޕްރޮގްރާމް ޕްރޮޖެކްޓް"
- logo in black and white (or any flat two-tone colors)
- logo shown in use (eg. webpage, invitations, reports, T-shirt.)
- Documentation (summary description or explanation of logo symbolism, designers intent)
- Short description of the logo, how it was created / the meaning behind the logo

4. The Kulhudhuffushi City Women's Development Committee prefers that the design elements for the characters used in the logo are created for this specific logo by the designer or studio themselves. The legal rights for exclusive use, and right to modify these characters will be transferred to the WDC as part of the logo.

5. If the logo incorporates non-standards fonts, the contestant must be able to provide the WDC with the font should the logo be selected. And, in such cases, the contestant must have the legal right to use the font, and should transfer the legal rights to the WDC.

6. The chosen winner MUST be able to provide a vector/svg file format.

7. Design guidelines

The logo should:

- This must be a design that symbolizes the advancement of women, as well as the culture, heritage, and identity of Kulhudhuffushi. Furthermore, it must reflect the vision, mission, duties and objectives of the "Kulhudhuffushi City Women's Development Committee". Additionally, consideration must be given to the unique characteristics and individuality of Kulhudhuffushi.
- Be modern, simple, smart, recognizable and memorable.
- Use Gold / Dark green color (#FFCC99, #003333)



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8. Entry

To enter the Contest, eligible participants must complete the online Official Entry Form and submit the logo as stated under the contest rules and guidelines.

Entry and submission form link: <https://forms.gle/pQHfauNvMcJM7ZxX9>

Note: In case there is an issue in uploading the files to the attached link. Participants can mail those to wdc@kulhudhuffushicity.gov.mv as an alternative before the end of the deadline.

By entering, each contestant agrees to be bound by the rules and guidelines of this competition.

The Kulhudhuffushi City Women's Development Committee is not responsible for illegible, lost, delayed or misdirected submission, or incomplete entries.

The Committee reserves the right to exclude from the competition all the submissions that do not follow the defined guidelines.

The winning logo shall become the official logo for "Women's Development Committee" until such time the Committee decides to replace or change the logo. It will be used on the social media handles, advertising materials and other promotional items.

The Committee will work with the prize winner for a final version of the logo.

9. Selection of Winner

All entry designs will be screened and those that comply with the contest rules, and have met the guidelines and specifications, will be judged by the judging panel determined by the Committee.

The winner will be notified by email, after the judging panel has made the decision. The judging panel will consider the design of the logo to the relevance and its vision and mission, the look and feel of the logo and the adoptability of the logo for use in different promotional materials.

The judging panel, after considering all these aspects, has the discretion to choose the best logo from the collection of logos that are submitted.

In the event that no entry is selected, the Committee reserves the right to declare no winner and run the contest again at a later date. Decision of the judging panel and the Committee is final.



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10. Marking Criteria

KULHUDHUFFUSHI CITY WOMEN'S DEVELOPMENT COMMITTEE MARKING CRITERIA

Criteria Description	Description	Marks Allocated
Originality	Uniqueness and creativity of the design	15
Relevance	Alignment with the vision, mission duties and objectives for Women's Development Committee	15
Aesthetics	Visual appeal, colour scheme, and typography	20
Clarity	Clear and easily recognizable design	15
Versatility/adoptability	Ability of the logo to work across different mediums/materials	10
Memorability	How well the logo sticks in the mind	15
Presentation	Well-designed branding in use, and brand story	10
Logo copies	Soft copies of 3 logo variants must be provided	10
TOTAL		110

11. Deadline

All contestants must submit their design and completed Official Entry Form by **13:00 p.m, 31st July 2026**. The Committee retains the right to reject any entries after the deadline.

12. Intellectual Property Rights

Unless a submission is selected as the winner, each designer retains all intellectual property considerations associated with their submission. Entries should not violate any intellectual property, including, but not limited to patents, trademarks, and copyrights.

By admitting their entry the designer certifies that the entry is original, created solely by the entrant and no other person or entity holds rights to the entry and its components.



In consideration for the prize money received, the winner agrees to transfer all applicable intellectual property considerations to the Women's Development Committee. The Committee has the legal right to publish, edit and display the submitted image for any suitable purpose and disallows the winner to use the logo elsewhere.

If the logo incorporates non-standards fonts, the contestant must be able to provide the Committee with the font should the logo be selected. And, in such cases, the contestant must have the legal right to use the font, and should transfer the legal rights including **exclusive copy rights to all the materials related to logo** to the Committee.

If the design elements for the characters used the logo are created for this specific logo by the designer or studio themselves, the legal rights for exclusive use, and right to modify these characters will be transferred to the Committee as part of the logo.

The winning logo and its branding elements shall not be used or resemble in any other similar work for a future project.

The entrant is responsible for the contents of the logo which cannot include copyright protected material. The entrant must have the rights for all the texts and images and fonts used in the submitted work, and must transfer these rights to the Committee.

The entry must not benefit any company, organization, political party or official interest group by the use, for instance, of logos, brands, or repress.

13. Contact

The competition is being managed and organized by Kulhudhuffushi City Women's Development Committee. For inquiries, please send email to wdc@kulhudhuffushicity.gov.mv or call 6527215 during official working days before 13:00 PM.



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