



# Powering Tamil Nadu's EV Revolution: Brand Identity Competition

July 2025

## Project Outline

Tamil Nadu is at the forefront of the electric mobility revolution in India, yet there's a pressing need to enhance public understanding and confidence in Electric Vehicle (EV) technology. Persistent misconceptions regarding safety, affordability, and the concerns about charging infrastructure have hindered wider EV adoption across the state.

In response, the Tamil Nadu government has appointed the Tamil Nadu Green Energy Corporation Limited (TNGECL) as the nodal agency to spearhead the expansion of EV charging infrastructure.

To complement these efforts, there is an urgent need for a **strong, unified brand identity that captures Tamil Nadu's leadership and vision** in the electric mobility space. Drawing examples of successful branding initiatives across the world and in other parts of India, it has been proven that a compelling visual identity and communication language can increase public engagement, ensure consistent messaging, and build long-term recognition of the state's EV mission.

This **EV Brand Identity Competition** invites designers, branding agencies, communication professionals, and students to conceptualise a **comprehensive brand identity** for Tamil Nadu's EV movement. The winning entry will become the official face of the state's electric mobility mission.

This competition is hosted by [TNGECL](#), [ITDP India](#), and [Madrasters](#).

## Briefing & Orientation

To ensure all participants have a comprehensive understanding of the project, TNGECL will host a **briefing webinar** on **4<sup>th</sup> August 2025**. This session will provide an in-depth overview of the project objectives, target audience, and key messaging. Check the website and social media for more details on the webinar.

## Design Deliverables for Branding

Participants are required to develop a comprehensive brand identity for the electrification initiative in TN. The deliverables include:

- **Campaign Name:** A compelling and memorable name for the campaign.

- **Logo:** A distinctive and impactful logo.
- **Brand Colour Palette:** A well-defined set of primary and secondary colours.
- **Tagline(s):** Catchy and informative taglines that resonate with the campaign's message.
- **Brand Typography:** Recommended typefaces for various applications.
- **Other Ancillary Elements (as applicable):**
  - Patterns
  - Icon suite
  - Illustrations
- **Mascot or Other Element:** An optional, engaging character or visual element to enhance brand recall.

## Submission Format

All submissions must adhere to the following format:

1. **Brand name and vision concept note:** Enter the name of the branding. This write-up (200-250 words) should outline the design concept and rationale.
2. **Logo:** Colour and Black and White versions of logo (each file, max 2MB) 1080px X 1080px (Format .jpeg /.png)
3. **A1 size PDF file:** The layout of this sheet should be designed for exhibition display. The submitted brand design must be demonstrated with the logo and typical identity elements, including brand colours, extended colour palette, typeface, and visual anchors, showcased through their applications across the project.

## Judging Criteria

Submissions will be evaluated based on the following criteria:

- **Creativity and Innovation:** 35%
- **Relevance to Context:** 35%
- **Execution and Presentation:** 15%
- **Detailing and Resolution:** 15%

## Eligibility

The competition is open to:

- Design students across design institutes in India.
- Independent professional designers and design studios.

### Please Note:

- Only one entry per candidate will be accepted.

- For group entries, the maximum team size is three (3) members, with one person registered as the lead.
- Participants must be a minimum of 18 years old.

## Competition Dates

- **Announcement:** 29<sup>th</sup> July
- **Briefing Webinar:** 4<sup>th</sup> August
- **Submission Deadline:** 22<sup>nd</sup> August
- **Results:** 4<sup>th</sup> September
- **Exhibition/Felicitation:** (Location and timings will be intimated to the winning entries.)

## Registration Fees

Participation in this competition is **free and open for all**.

## Queries

For any queries regarding the competition, please send an email to: [evbrandingtngcecl@gmail.com](mailto:evbrandingtngcecl@gmail.com).  
Final date for submitting queries is 8<sup>th</sup> August.

## Results & Awards

To incentivise participation and attract high calibre submissions, the competition will offer financial rewards for the winning entries.

- **First Place:** Rs. 1,00,000
- **1<sup>st</sup> Runner-Up:** Rs. 30000
- **2<sup>nd</sup> Runner-Up:** Rs. 20,000
- **Jury Special Mention**

## Jury Panel

- **Initial Screening:** A dedicated team will review all submissions for originality, completeness, and to ensure there's no plagiarism.
- **Final Jury Round:** A panel of six expert jury members, including designers and technical specialists, will make the ultimate selection.

## Project Implementation

A distinguished panel comprising members from [TNGECL](#), [ITDP India](#), and [Madrasters](#), will invite the winning entries, in order of their standing, to present a proposal for the implementation of their brand design. The adoption of the winning logo is up to TNGECL's discretion.

## IP

The Ownership of the brand design of all the entries lie with the respective designer/design team. The winner/team who gets selected and is appointed for the project implementation would be working under the mentorship of the TNGECL officials, ITDP India representatives, and Madrasters. Rights of the eventual design outcome will be jointly held by the original designer/ team and TNGECL while ITDP India and Madrasters will be mentioned as mentors of the project.

## Rules

The rights for decision lies with the TNGECL.