



TN EV Branding Competition

Frequently Asked Questions

1) Since the Tamil Nadu government is conducting this, which language should we focus on, Tamil or English?

The initiative's name can blend both Tamil and English . Therefore, while the primary submission language for the concept note and formal descriptions are preferred in English, it is highly recommended to consider the use of Tamil in your branding to ensure it resonates with the local public. A bilingual approach in the logo and tagline, where appropriate, could be very effective.

2) Do we need to include the brand name as well?

Yes, as per the "Design Deliverables" section of the brief, "Name of the campaign" is a required submission. You should create and propose a new, unifying name for the initiative.

3) If we're creating any GIFs or videos for marketing, where should we post them?

The competition brief specifies that mock-ups and templates for social media and websites should be submitted as part of the A1 size PDF file. There is no instruction to post these animated materials online. You can present your GIF or video concepts as a series of frames or a storyboard within your A1 submission to showcase how the brand would work in motion. You can also hyperlink the moving animation video/gif as a link in the template.

4) Will the final submission be considered as participation?

Yes, the final submission by the stated deadline is considered your official entry into the competition. There is no mention of a separate registration process with an earlier deadline in the brief.



5) How many entries can one submit?

The brief explicitly states: "Only one entry per candidate will be accepted."

6) Are we allowed to use AI to create mock-ups? Can we AI generate the mockups alone?

The use of AI tools in conceptualising and creating the logo is strictly prohibited. Mockups of the logo placed on infrastructure and service elements can be created using AI or other available tools. However, as the judging criteria heavily weigh "Creativity and Innovation" (35%) and "Relevance to context" (35%), the core design concept and creative direction should be your original work.

7) Will the chosen designer be credited? If yes, how?

Yes, the chosen designer(s) will be credited. The details will be discussed with the winning entry contestant during the implementation phase.

8) This competition is open to people all over India right?

Yes, the eligibility criteria state that the competition is open to designers and independent professionals across India. If outside Tamil Nadu, please select "Others" in the district field in the registration and submission portal.

9) Once chosen, would (minor) edits be possible? This could be with discussion with the jury members.

Yes, it is highly likely that minor edits would be part of the process. The brief's mention of the implementation phase suggests a collaborative discussion between the designer and the client (TNGECL) to finalise the brand design for practical application.

10) Can I upload multiple numbers of logos in the format?

As mentioned a single entry should contain the same logo in its original colour, black, and white formats. For the submission to be complete, a concept note and an edited A1 template with the application of the branding across EV infrastructure is to be submitted.



11) Is there a last date for registration? And would the screening of submissions be done anonymously?

The Submission Deadline is 22nd August 2025. The evaluations will be anonymous so please do not include your name/team's name/studio's name in the submissions even in the file names. Registration and submission are a single step process.

12) Can it be done by hand, or should we use a computer with adobe for it?

While you can begin with hand-drawn sketches, the final submissions must be in digital format (PDF files) as specified in the brief. This requires using a computer with design software like Adobe Creative Suite or similar programs.

13) I already used my mobile number, assuming you have to register for the competition before submission. Please let me know how to go forward.

Please reach out to the official query email address: evbrandingtngocl@gmail.com with the acknowledgement number you received after you clicked submit.

14) Registration asks us to submit the logo in white, black and color & A1 template?! After finishing the project we can upload the registration?!

The registration and final submission are a single process. You will need to complete your design work before you can submit it. The registration form is a submission portal where you will upload your finished deliverables, including the logo in various colour formats and the A1 template.
