

29/8/25  
CM, MTL

**GOVERNMENT OF MEGHALAYA**  
**DIRECTORATE OF TOURISM**

**Expression of Interest (EOI)**  
**For Designing an official Logo for Meghalaya Tourism**

**No. M/D-Tour.99/2025/5**

**Dated Shillong the 29<sup>th</sup> August, 2025**

The Directorate of Tourism, Government of Meghalaya is inviting Expression of Interest from interested individuals, groups, creative professionals, agencies, for the design of an official Logo for Meghalaya Tourism. The Logo will serve as the primary visual identity for the Directorate of Tourism.

**1. Objectives:**

The Objectives of this EoI is to invite innovative and impactful entries that reflect the essence of tourism in Meghalaya including:

- a) Capture the essence of Meghalaya-The natural beauty, culture, traditions, heritage
- b) Community Based Tourism & Eco Tourism
- c) Spirit of Adventure & High-end Hospitality

**2. Scope of Work:**

Participants are required to conceptualize and submit

- a) A logo of Meghalaya Tourism
- b) Brief explanation or rationale- not more than 250 words justifying the concept.

**3. Guidelines:**

- a) The design must be original, innovative and not previously published or used.
- b) It should avoid any provocative, objectionable or inappropriate elements.
- c) Preferred file formats: JPEG/PNG (high resolution) and editable vector formats (SVG, AI, EPS, CDR, DXF)
- d) Minimum resolution: 1280 x 960 pixels; scalable without loss of quality.
- e) Submission should include both colour and monochrome versions.
- f) No water mark, signature, or identification marks should be present.
- g) It should resonate with Meghalaya's unique identity as tourism destination rooted in nature, community, culture, sustainable development, while reflecting state aspiration for promoting High-End tourism and Ecotourism.
- h) A concept note not more than 250 words explaining the symbolism and inspiration behind the design
- i) Each participant may submit only one entry.

**4. Selection Process:**

- a) A designated selection committee will evaluate the entries based on originality, relevance, impact and alignment with Meghalaya's tourism vision
- b) The winning entry will be awarded with a cash prize of ₹50,000/- (Rupees Fifty Thousand only).

**5. Submission Details:**

- a) All entries must be submitted via email: [dotshillong@gmail.com](mailto:dotshillong@gmail.com)
- b) Subject Line must include "EOI for Logo Design – Meghalaya Tourism"

c) Include the following details:

- Name:
- Address:
- City/Town/Village:
- Pin Code:
- Mobile:
- Description of Symbolism (attach separately if required):
- Signature:
- Date:

**Deadline:**

All entries must be submitted **within 15 days** from the date of publication of this notice

**Terms & Conditions:**

- The decision of the Selection Committee shall be final and binding.
- The winning entry will become the intellectual property of the Directorate of Tourism, Government of Meghalaya.
- The Department reserves the right to make changes or modify the final selected entry for official use.
- The Department also reserves the right to reject all entries if none are found suitable.

Yours faithfully,



Director of Tourism,  
Meghalaya, Shillong.

**Memo No. M/D-Tour.99/2025/5-A**

**Dated Shillong the 29<sup>th</sup> August, 2025**

**Copy to:**

1. Hon'ble Minister In-Charge Tourism Department for kind information.
2. Commissioner and Secretary Government of Meghalaya for kind information.
3. Deputy Commissioner Shillong/ Williamnagar/ Nongstoin/ Mawkyrwat/ Mairang/ Nongpoh/ Tura/ Khliehriat/ Ampati/ Jowai/ Resubelpara/ Baghmara with request to spread information in their respective district.
4. Director DIPR with request to publish in the local newspaper.
5. CAO, Meghalayan Age Ltd. with request to upload in their website.