

SPORTS AUTHORITY OF INDIA

Press Release

Crowd sourcing for SAI logo design

New Delhi, 12th December: In a first-ever move since its inception, the Sports Authority of India (SAI) has decided to crowd source its logo. Sports fans and design enthusiasts from all over the country are being invited to send in their entries.

A contest is being organized where the sports fans can unleash their creativity and create and send a graphic from their vast den of imagination. The winner will be felicitated richly.

The logo should have the following:

- A sporty feel to it
- It should be in 3 colour variants – orange, green, black (SAI colour scheme)
- It should have a sport-specific typography but one that is not used by other major brands
- Send the final draft in a pdf format and keep the AI (Adobe Illustrator) file saved with yourself

The entries need to be sent to itdivision.saihq@gmail.com by January 15, 2020.
