

CREATE YOUR IDENTITY

Unleashing the Power of Creativity

INTRODUCTION

What is a better way to express your creativity than expressing yourself through a design but concise, i.e., a LOGO.

In this event, you get a chance to channel your inner creativity and dive into the world of miniature but the point representation of designing a logo.

PRIZE MONEY

1st Prize: Rs. 5000

2nd Prize : Rs. 3000

PROBLEM STATEMENT

ROUND 1

- This is an online quiz round, to be hosted on Kahoot.
- Quiz will contain questions based on logo and tagline.
- Participants will be shortlisted on the basis of their scores and timing.

ROUND 2

- Participants will be given a company or a product that failed or faced backlash at the spot.
- Participants will be given 45 mins for the research and preparation work.
- Participants will have to prepare a case study and come up with a solution.
- Each team will get 5-7 mins to present the case study and the solution in front of judges.

ROUND 3

- A hypothetical brand name and description will be given, for which participants have to develop their own logos.
- Time duration for this round will be 60 minutes.
- Participants have to bring their own laptops for logo designing.
- Participants can use any platform for logo designing of their choice.
- The logo design decided by the judges will be the winner.

GENERAL RULES

- Any misbehavior will lead you to disqualification from the competition.
- Decision Taken by Judges will be final and binding for all.
- All decisions taken by the organizing team will be deemed final, and no more changes will be encouraged.
- The logo designed by the teams should be original (not protected by patent/copyright/technical publication by anyone else).
- No entries will be accepted after the registration deadline.
- Each round will start sharp at the given time and any delay by any team will not be tolerated and that team will be considered disqualified.
- Mindbend will not be responsible for any malfunction or error in your laptop or platform for designing logo.
- If less than 15 teams will be registered, then only round 1 and round 3 will be conducted.
- If less than 8 teams will be registered, then only round 3 will be conducted.
- If less than 15 participants will be registered, then only 2 prizes will be given :
1st prize : 3000
2nd prize : 1500
- Any of the above-mentioned rules, if found violated, teams would not be allowed to participate in the competition.

TEAM SPECIFICATION

- The team may have up to 2 members.
- Team members can be from different colleges/schools as well (K12/UG/PG).
- Any number of teams can participate from one college/school.
- Professionals are not allowed. Only students can participate.
- Participants are required to bring their school/college ID cards.
- Once registered, the same team cannot register with another name.
- Team name should not be offensive, conflicting, or inappropriate. Organizers have the right to reject entries for any inappropriate team name.

REGISTRATION DETAILS

Registration Fees : Rs. 20

Register at our official website