1. **Call for Design Contest**

The Office of VIT Innovation, Startup, and Technology Transfer is organizing a Logo Design Contest to create a unique visual identity that reflects its mission of fostering innovation, protecting intellectual property, and facilitating technology transfer. This contest invites creative minds from the VIT community to design a logo that symbolizes research, innovation, and entrepreneurship. The winning entry will be officially adopted as the IP&TT Cell's logo and the designer will be awarded a certificate and bragging rights. The designer will have assign the ownership rights and creatives to VIT. All entries must be original, relevant, and submitted by the specified deadline. Join us in shaping the visual face of innovation at VIT!

1. **Functions of the VIT IP&TT Cell – Key Points for Logo Design**

The VIT Intellectual Property and Technology Transfer (IP&TT) Cell plays a vital role in promoting innovation, protecting intellectual property, and facilitating the commercialization of research and technological advancements. Understanding the core functions will guide the design process for the logo:

1. **Intellectual Property Management**

* **Patents, Trademarks, and Copyrights:** The IP&TT Cell helps VIT's researchers and innovators file patents, trademarks, and copyrights to protect their intellectual creations and discoveries.
* **IP Awareness:** Promotes awareness about the importance of intellectual property and its role in research, innovation, and commercialization.

1. **Technology Transfer**

* **Commercialization of Research:** The IP&TT Cell aids in translating scientific research into commercial products or services. It connects academia with industry for joint ventures, startups, or licensing.
* **Partnerships and Collaborations:** Facilitates industry partnerships to bring new technologies and solutions to market.
* **Research and Development (R&D):** Encourages the creation of new knowledge and innovations that have practical applications in the real world.
* **Connecting with Industry Leaders:** Links researchers with business leaders, innovators, and government bodies to create an ecosystem of growth.

**Logo Design Guidelines – VIT IP&TT Cell**

**Theme & Concept**

* The logo should reflect the core values of the IP&TT Cell: innovation, intellectual property, research, technology transfer, and entrepreneurship.

**Design Requirements**

* Must be original and not infringe any existing trademarks or copyrights.
* Should be simple, scalable, and versatile (suitable for digital and print media).
* Preferably use a minimal color palette (maximum 3-4 colors).
* Avoid detailed gradients or overly complex illustrations.

**Format & Submission**

* Submit in high-resolution PNG/JPEG format and optionally a vector format (AI/SVG/PDF).
* Include a brief description (50–100 words) explaining the concept behind your design.
* File name format: YourName\_VITIPTT\_Logo

**Prohibited Elements**

* No use of stock images, clipart, or plagiarized designs.
* No offensive, political, or unrelated content.

**Evaluation Criteria**

* Creativity and originality
* Relevance to the IP&TT Cell’s mission
* Aesthetic appeal and professional finish
* Scalability and usability across platforms

**Registration & Deadline**

Register and design VIT IP&TT Cell’s logo \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by \_\_\_\_\_\_\_\_\_\_\_\_\_\_.