LOGO MAKING COMPETITION

Event Details: -

RULES AND REGULATIONS

1. Team Composition and Presentation:

- Each participating college will form a team.

- Only one designated team member will present the completed logo to the judges. This individual is responsible for explaining the design process and concept.

2. Time Allotment:

- Teams will have a total of 15 minutes to complete their logo design and deliver their presentation. This includes both the design phase and the verbal explanation.

3. Competition Objective:

- The goal is to create a logo that effectively represents a brand or business concept.

- The logo should clearly communicate the brand's essence and values.

4. Theme Announcement:

- The competition theme will be provided by the coordinators on the day of the event.

- All logo designs must adhere to the given theme.

5. Presentation Requirements:

- The presenter must explain the logo's design elements and their relevance to the theme.

- The presentation should articulate how the logo effectively represents the intended brand or business.

6. Judging Criteria:

- Logos will be evaluated based on:

    o Creativity and originality.

    o Relevance to the announced theme.

    o Visual appeal and aesthetic quality.

    o Clarity and simplicity of the design.

- o Effective communication of the brand concept.

- o Quality of the presentation.

7. Materials and Tools:

- Participants may bring their own design tools and materials, subject to guidelines provided by the coordinators.

- Coordinators will specify any restrictions on software or hardware.

8. Code of Conduct:

- Participants must maintain professional conduct throughout the competition.

- Plagiarism is strictly prohibited and will result in disqualification.

- The judges' decisions are final and binding.