

KONGU ENGINEERING COLLEGE

Perundurai – 638052

LOGO CREATION

- Only **individual participants** are allowed.
- All participants must register before the competition begins.

Round 1: Preliminary Round:

1. Participants will be given a theme or concept for the logo.
2. They must create a basic logo draft within a fixed time.
3. Submissions will be judged on creativity, relevance to the theme, and originality.
4. A certain number of participants will be shortlisted for the final round based on scores.

Round 2: Final Round:

1. Shortlisted participants will receive a detailed brief or specific client-like requirements.
2. They must design a professional-quality logo within the given time.
3. Participants must also present the rationale behind their design, explaining:
 - a) The concept and thought process.
 - b) How the logo aligns with the given theme or brief.
4. Submissions will be judged on design quality, concept clarity, relevance, and presentation.
 - Participants can use design tools such as Adobe Illustrator, Photoshop, Canva, CorelDRAW, or any software they are comfortable with.
 - Hand-drawn logos may be allowed in the preliminary round if specified.
 - All designs must be original and created during the competition.
 - Use of pre-existing templates, stock icons, or plagiarized elements is strictly prohibited.
 - Violation of this rule will result in immediate disqualification.

Top 3 participants will be elected.

COORDINATORS:

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