

# COLLEGE SOCIAL

KAIRAVI SHAH | SHAIL PATEL | SAHIL MISKEEN



## Keywords

#Lively  
#Progressive  
#Communicative  
#Social

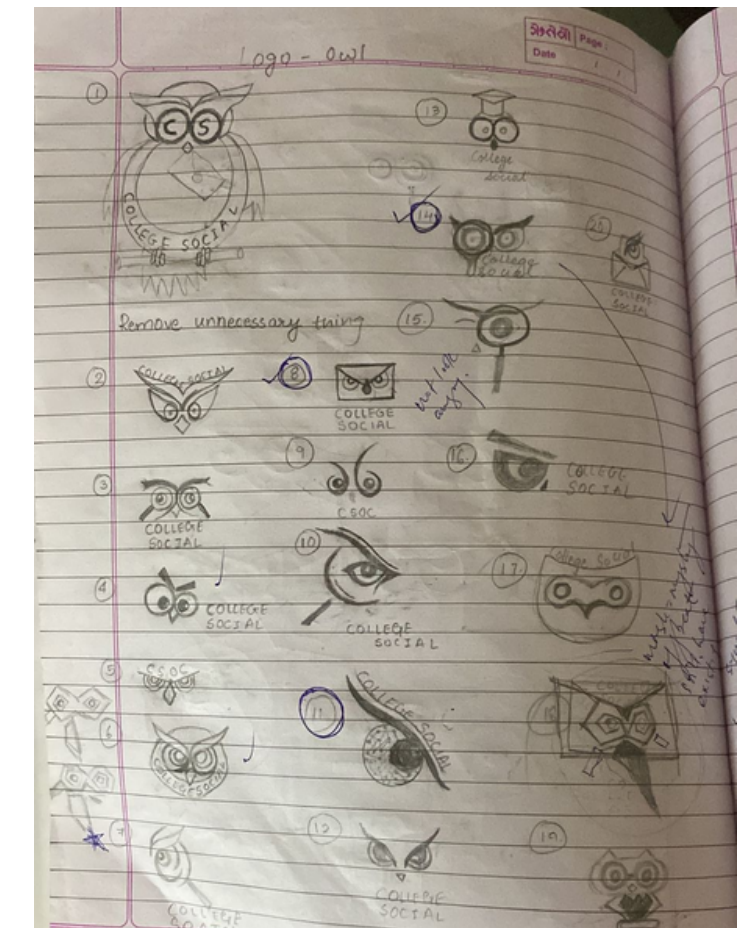
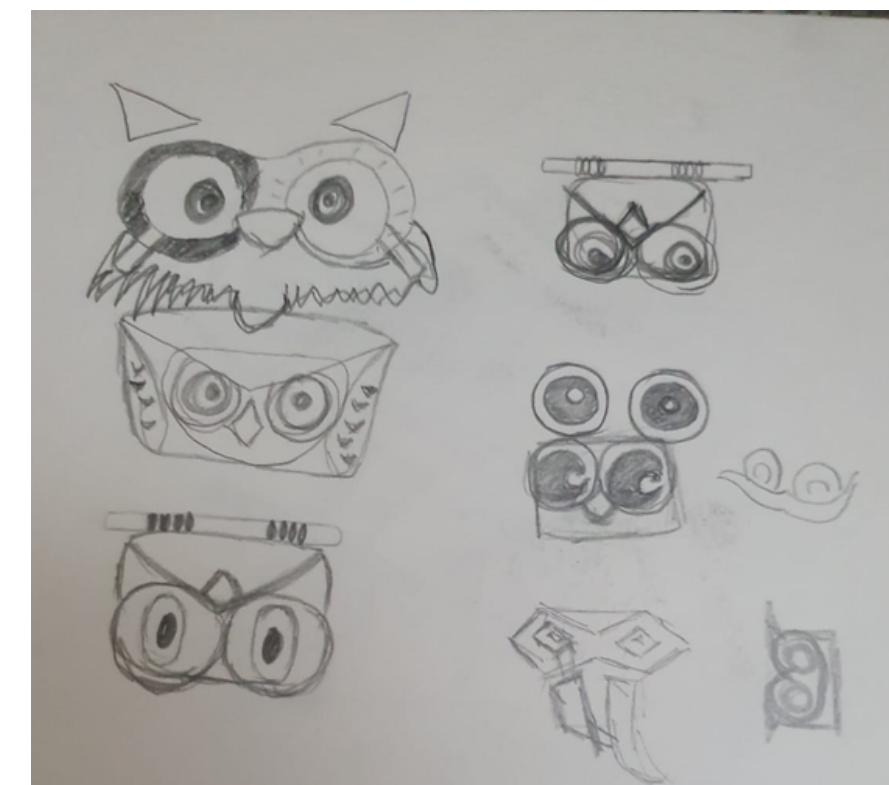
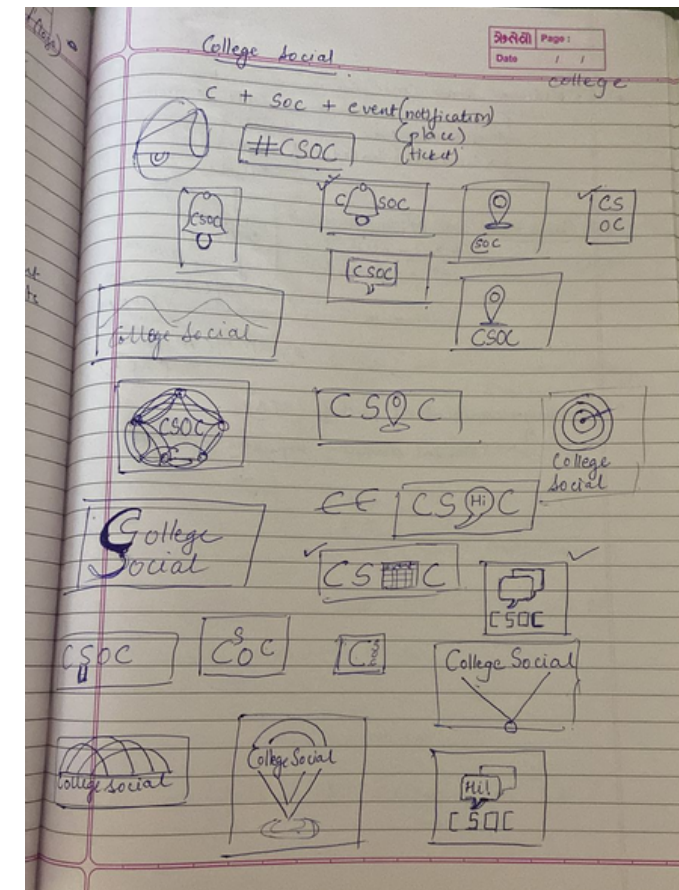
These are the key points we would like to be identified as:

1. Lively suggests us being engaging, enthusiastic for more, and these are things which we would like our audience to experience too.
2. Progressive suggests the platform to be up to date with all the new events in terms of cultural and social trends. This would be done with the help of technology and social media.
3. Communicative we cannot stop ourselves from spreading information. The more the better.
4. Social the last but the most important one. The name itself is our company - college social. As the name suggests we are highly inclined to towards building a fun loving community. for the company to be successful it is very important for us to realize all of these terms. Deviating from even one of the trait can change our mission statement which is as follows.

Our mission is to expand the reach to all of Ahmedabad and create a community of students from different universities and exchange information.

We plan to go global. Not just ahmedabad but the world, a student studying in ahmedabad should get a glimpse of an event happening in the united states. We wish to go global and create a global community encompassing students from all around the world.

## JOURNEY OF LOGOS



Started with a plethora of options we came up with the logo to be an artistic owl. Owl represented as a carrier of message which aligns very much the purpose we aim to achieve. "Better message delivery". Stay updated with us. The owl we finalized has whimsical eyes depicting mystery. This depiction makes the user feel on the edge making him wait for the next upcoming event.

## FINAL LOGO



As described before the owl has been represented as a mail signifying message delivery. The eyes are whimsical which has a little bit of an element of mystery to it, this is relevant in the sense that the users will always be waiting for the next event to be demystified.