

# College Social

Creating Memories  
Events, Notified, Community!  
Socialize your way through college!



A white line-art illustration of two people sitting and talking. The person on the left is wearing a suit and tie, and the person on the right is wearing a collared shirt. They are both looking towards each other. The background is a solid orange color with a white geometric shape in the top right corner and a red diagonal stripe on the left side.

# ABOUT US

A team of young fun loving extroverts who believe in living in the real world especially in this online era. We connect you to various events and activities going on around you so you can get up, enjoy, learn and create memories.

# HOW DID WE START

The Idea came in when we realized that we and many others were unaware of the events, shows, workshops and much more that was going on in our city as well as even in our own university.

We aim to be a platform that allows you to register for various events and notify you personally - (not those boring emails).



# WHAT DO WE DO



## SERVICES

- Event booking/ information
- Provide forum and discussion panels

## PRODUCTS

- Website
- Mobile Application



## **VISION**

Today this idea has turned into a vision to make people engage more in the campus conducted activities, events and more.

## **MISSION**

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

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# WHAT WE STRONGLY BELIEVE IN



## LIVELY

We are enthusiastic, energetic and strive to make our audience feel the same.

## COMMUNICATIVE

We cannot stop ourselves from spreading information.

## SOCIAL

As our name suggests we are highly inclined towards building a fun loving community and reach as many people as we can.

## PROGRESSIVE

We like to be up-to date in terms of our technology as well as culturally keeping up with the trends.

# APPROACHING THE AUDIENCE



We intend to be fun,  
interactive and  
unique.

# TARGET AUDIENCE



Youth



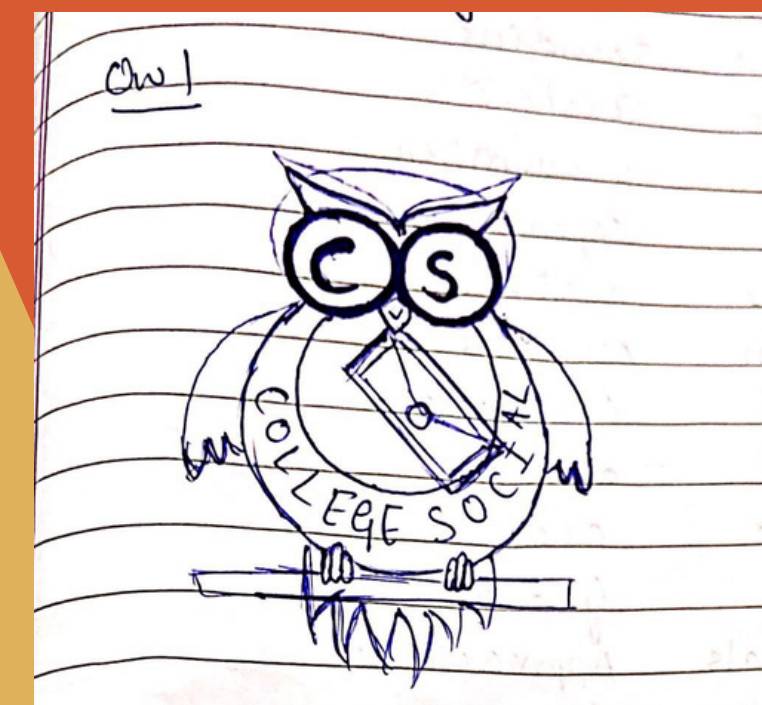
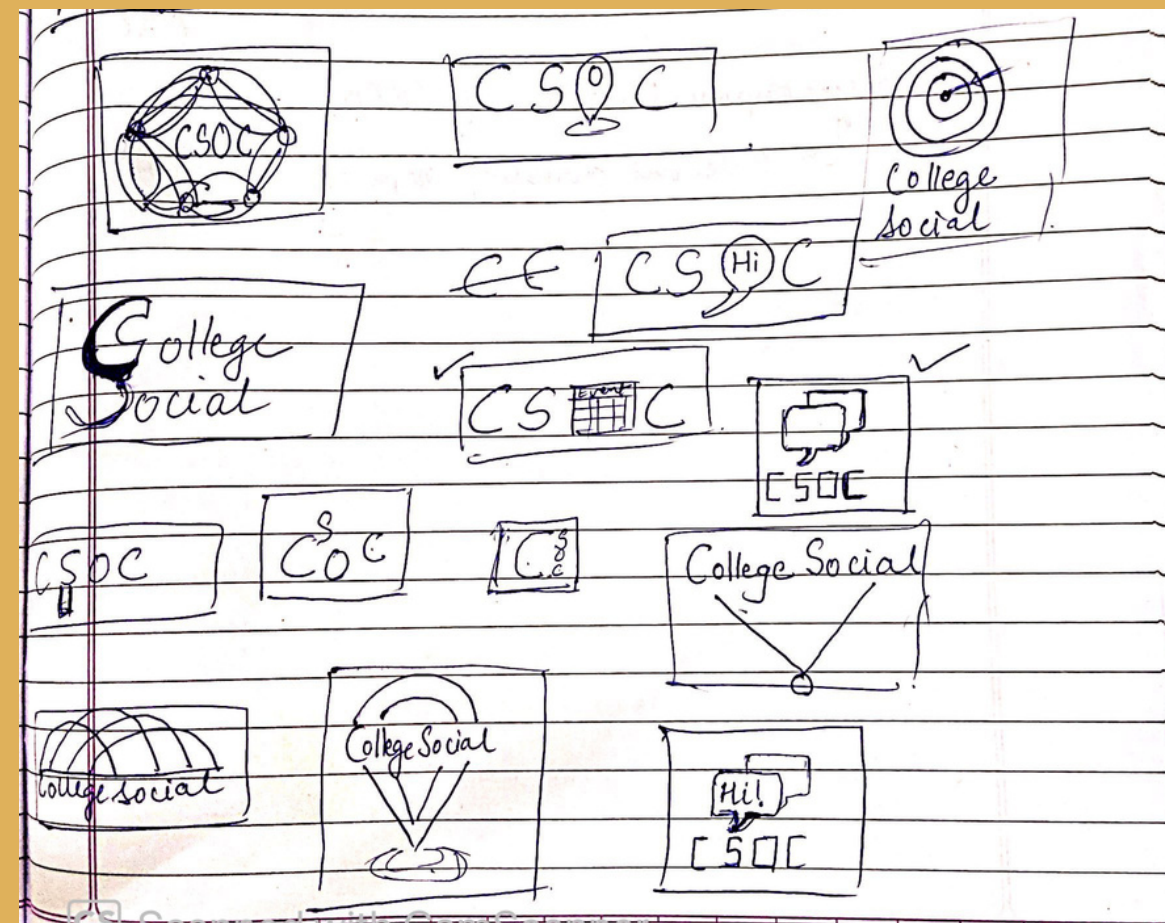
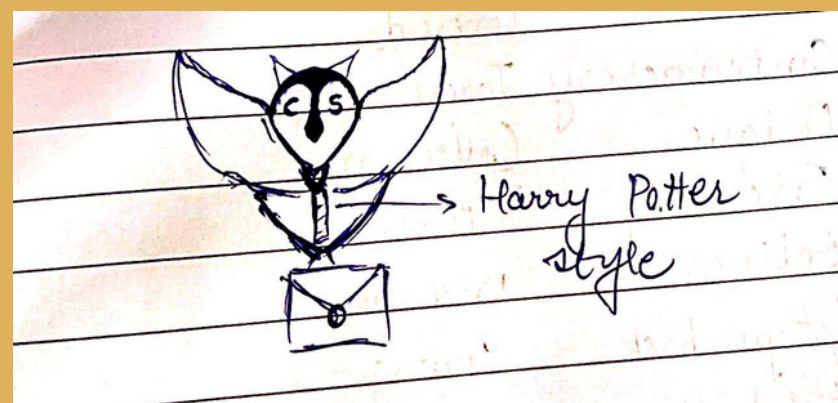
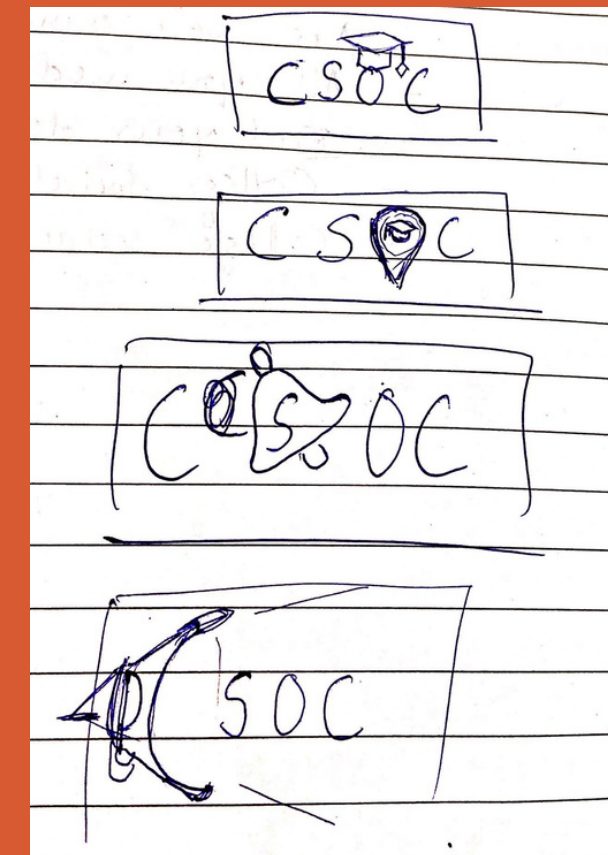
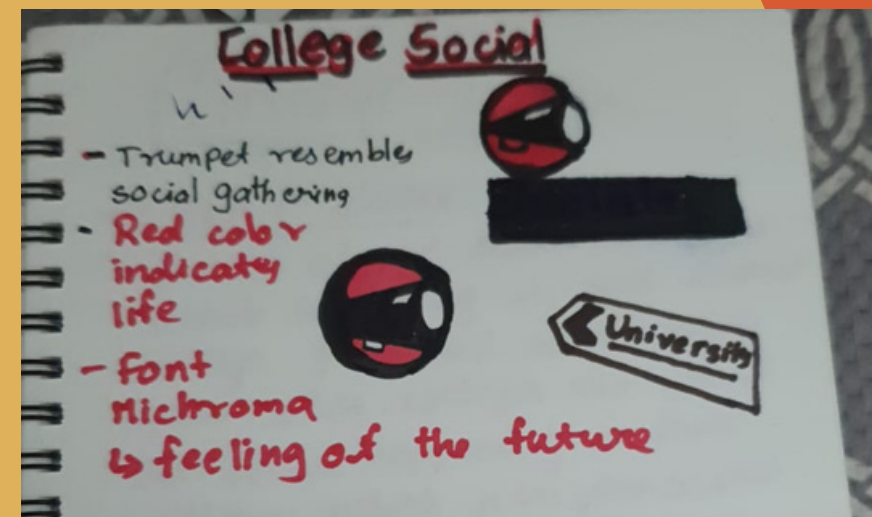
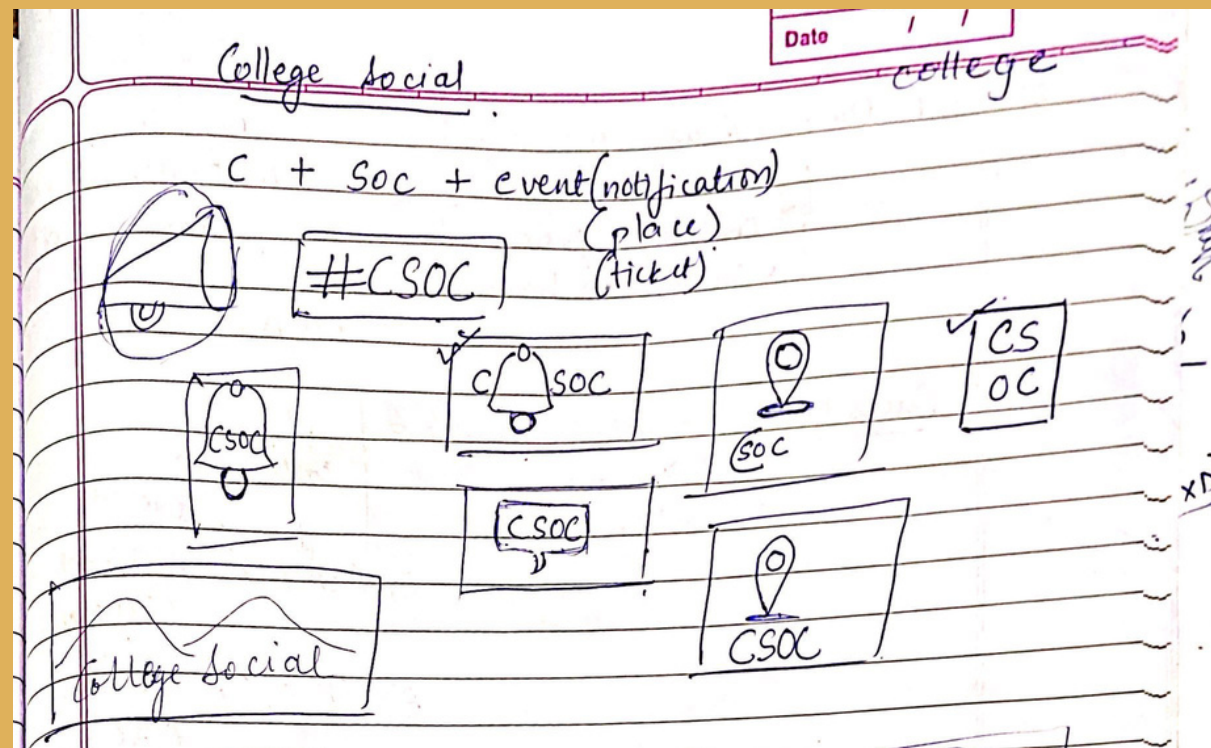
Working  
Professionals and  
Teachers/Professors





# INITIAL DESIGNS

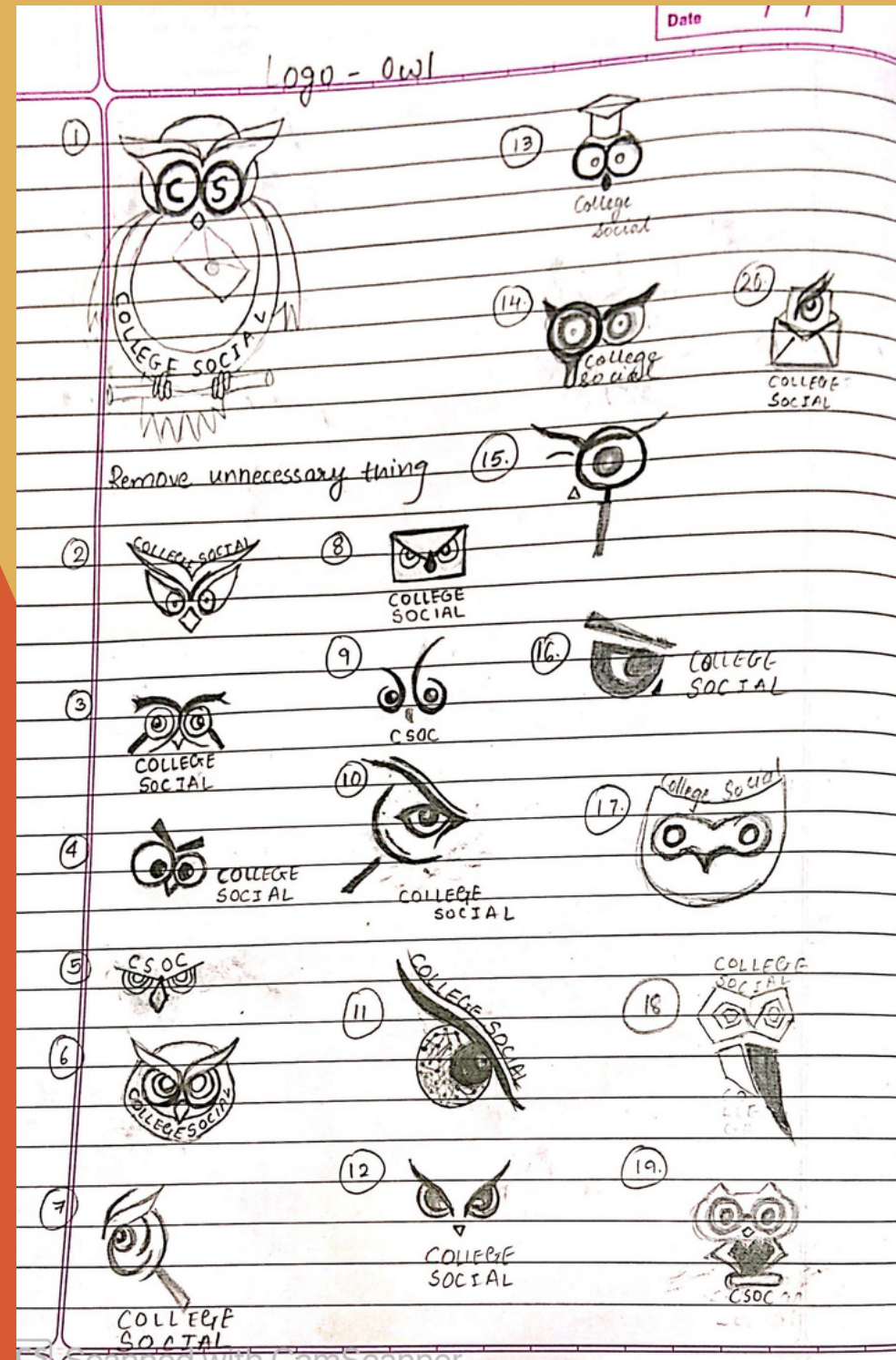
The initial designs were done by all of us together



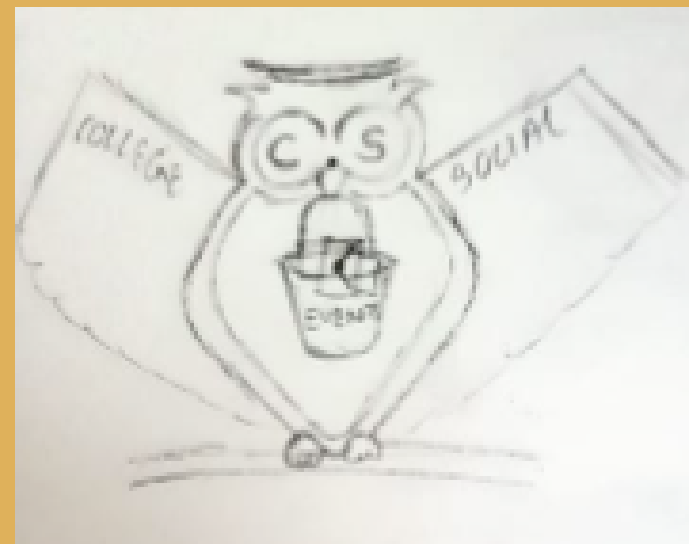
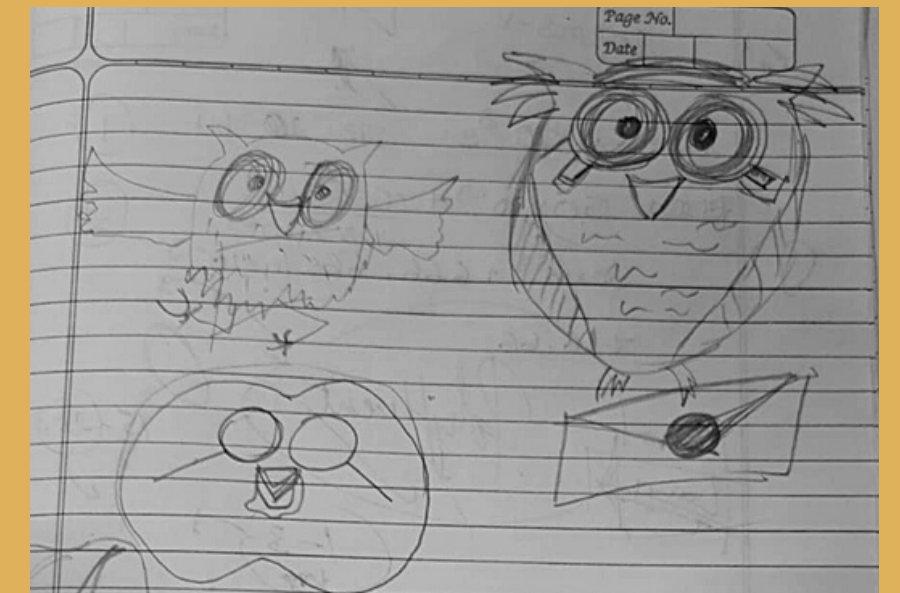
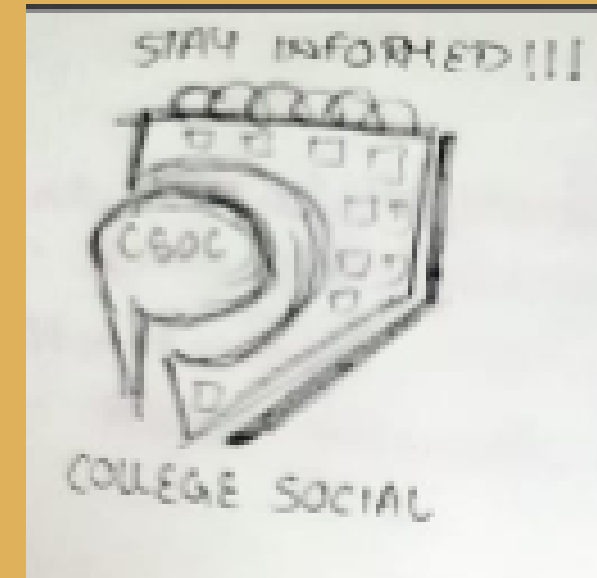
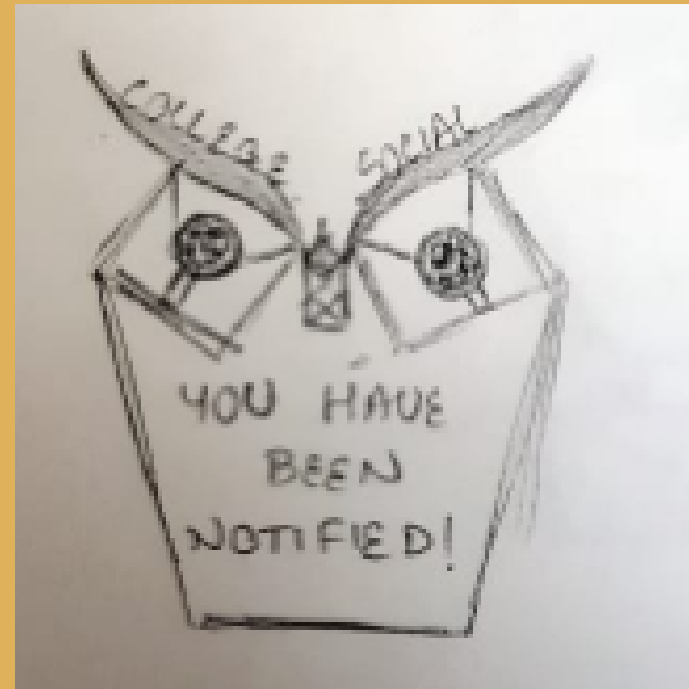


# SHORTLISTING OWL

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# SIGNIFICANCE OF USING OWL

- Owls have extraordinary 360 degree vision and far-sightedness. This indicates that the user will be aware of the events happening around him/her.
- In Harry Potter, owl named "Hedwig" was used by lead character "Harry Potter" and it was used to send and receive messages from anywhere. This indicates fast flow of information about the events which is what we aim to achieve.



# 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.



# OUR CREATIVE TEAM

Kairavi Shah  
Shail Patel  
Sahil Miskeen





**THANK YOU!**