



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

	Business Logo Making Competition
Date Of Event(S)	26th July, 2023
Department/Association/ Cell/Committee	Department Of Commerce (Ug)
Venue (Mention The Platform If It Is Online)	Online
Number Of Participants	24
Target Audience	B.Com Students
Resource Person(S) With Qualification (If Applicable):	Prof. Johnson Pereira (Judge) Prof. Mohana
Event Coordinator	Prof. Lavin. A. Bhawnani

The objective of the Program:

The primary objective of the Logo Making Competition was to harness the artistic potential of students while nurturing a sense of pride and belonging to the college community. The event aimed to highlight the significance of design in modern communication and branding

Report

Introduction:

The B.Com department association ACME held an exhilarating Logo Making Competition on 26th July 2023 for all B.Com students to celebrate creativity, encourage artistic expression, and foster a sense of unity among students. The event provided a platform for budding artists and designers to showcase their talents and create a visual identity for the college.

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Event Highlights:

Theme and Concept: The competition featured a theme of “Startups” aligned with the department values. Participants were tasked with encapsulating the spirit of the college in a single emblem.

Wide Participation: Students from diverse disciplines enthusiastically participated, showcasing the event's inclusive nature and encouraging interdisciplinary collaboration.

Creative Workshops: Prior to the competition, interactive workshops were conducted by experienced artists and designers. These workshops offered insights into effective logo design, visual storytelling, and the use of design software.

Judging Panel: A panel of distinguished faculty members from the Arts Department and professional graphic designers were invited to serve as judges. Their expertise ensured fair evaluation and valuable feedback for the participants.

Diverse Mediums: The competition welcomed a variety of artistic mediums, including digital design, hand-drawn illustrations, and mixed media creations.

Artistic Expressions: Participants used their logos to convey college values, unity, diversity, and academic excellence. The entries showcased a wide range of interpretations, each reflecting the individuality of the artists.

Exhibition: All submitted logos were exhibited in a designated area, allowing students, faculty, and visitors to appreciate the artistic endeavors of their peers.

Recognition and Prizes: The competition celebrated winners during an award ceremony. Prizes were awarded not only for artistic merit but also for innovative interpretations of the theme.

Conclusion:

The Logo Making Competition by ACME in B.Com department successfully achieved its objective of promoting creativity and unity among students. The event not only highlighted the artistic talents of the college's vibrant community but also emphasized the power of design in conveying messages and building a cohesive identity. The competition's success will undoubtedly inspire future creative endeavors and continue to make the college a hub of artistic expression and innovation.

The logo of the student named Sonu Simbarwal was selected as the best and was given 1st prize.

The outcome of the program:

1. **Fostering Creativity:** The competition provided a creative outlet for students, encouraging them to think imaginatively and develop their artistic skills.
2. **Promoting Unity:** The event brought together students from various disciplines, enhancing interdepartmental connections and strengthening the college community.
3. **Nurturing Identity:** By creating potential logos for the college, participants contributed to the institution's visual identity, fostering a sense of ownership and pride.
4. **Skill Enhancement:** Students gained practical experience in design techniques, software applications, and visual communication.
5. **Celebrating Diversity:** The competition celebrated diverse artistic styles and perspectives, enriching the college's cultural tapestry.

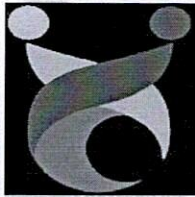


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**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)



26TH JULY, 2023

**MAKE A
LOGO**

**BRAND LOGO
CREATION COMPETITION**

Organised by
**DEPARTMENT OF COMMERCE
FOR
FOR B.COM STUDENTS**

Logos created by the students

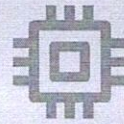
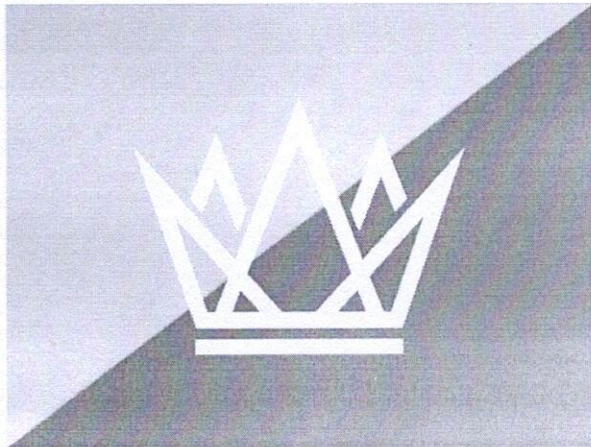


COMPANY

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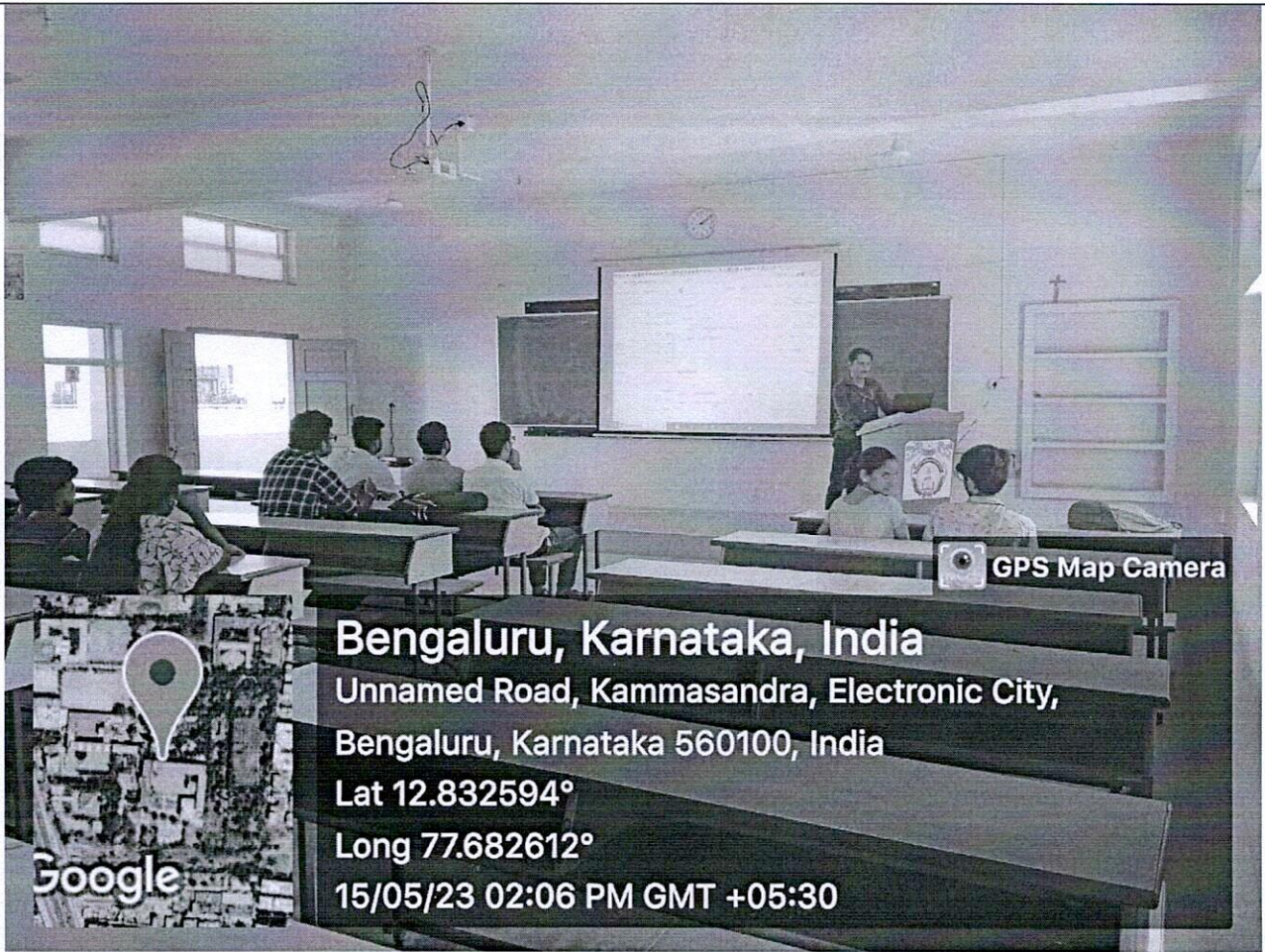


Company Name



Sonu industries

Best on earth best in business



GPS Map Camera



Google

Bengaluru, Karnataka, India

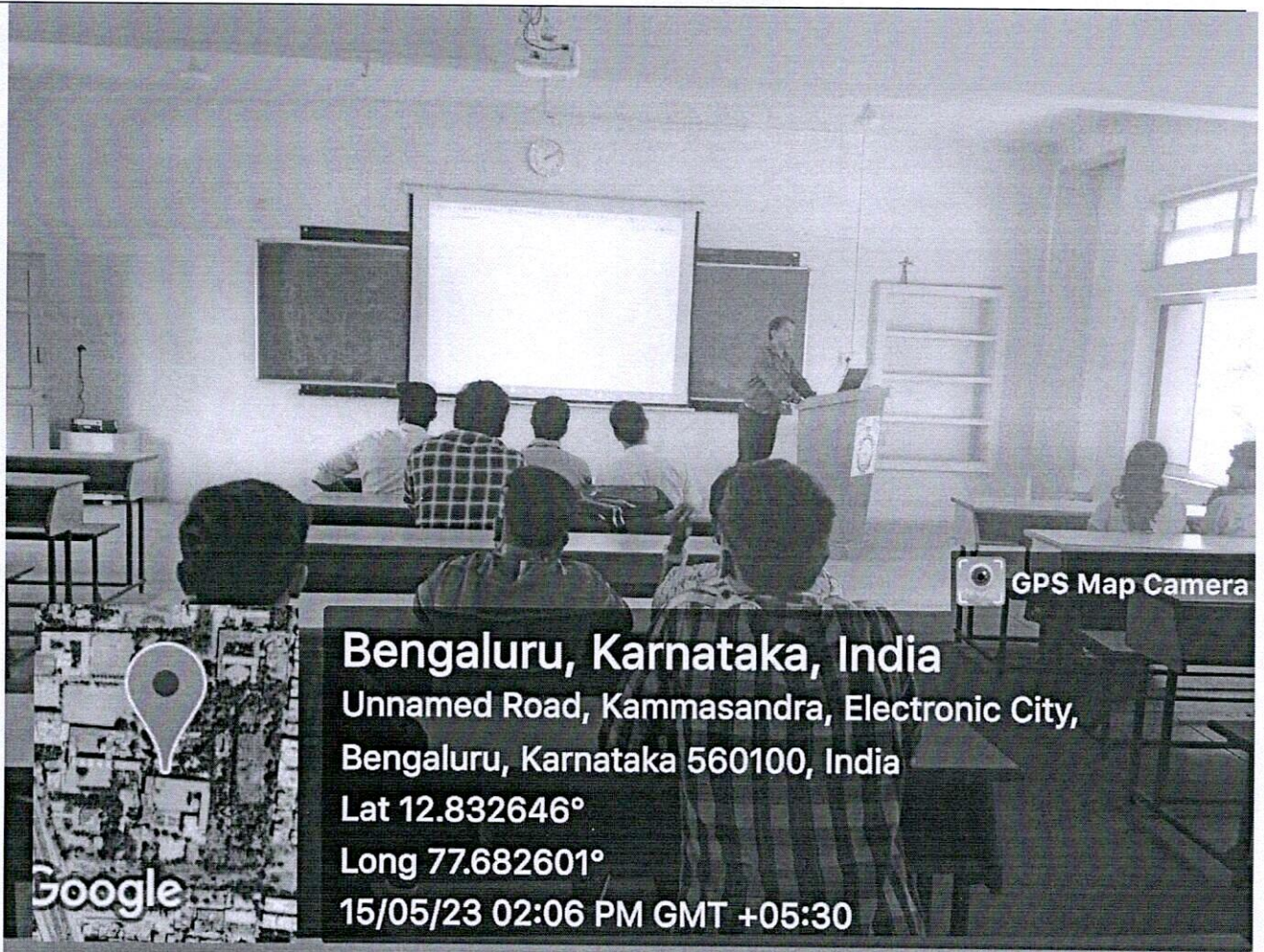
Unnamed Road, Kammasandra, Electronic City,

Bengaluru, Karnataka 560100, India

Lat 12.832594°

Long 77.682612°

15/05/23 02:06 PM GMT +05:30



GPS Map Camera



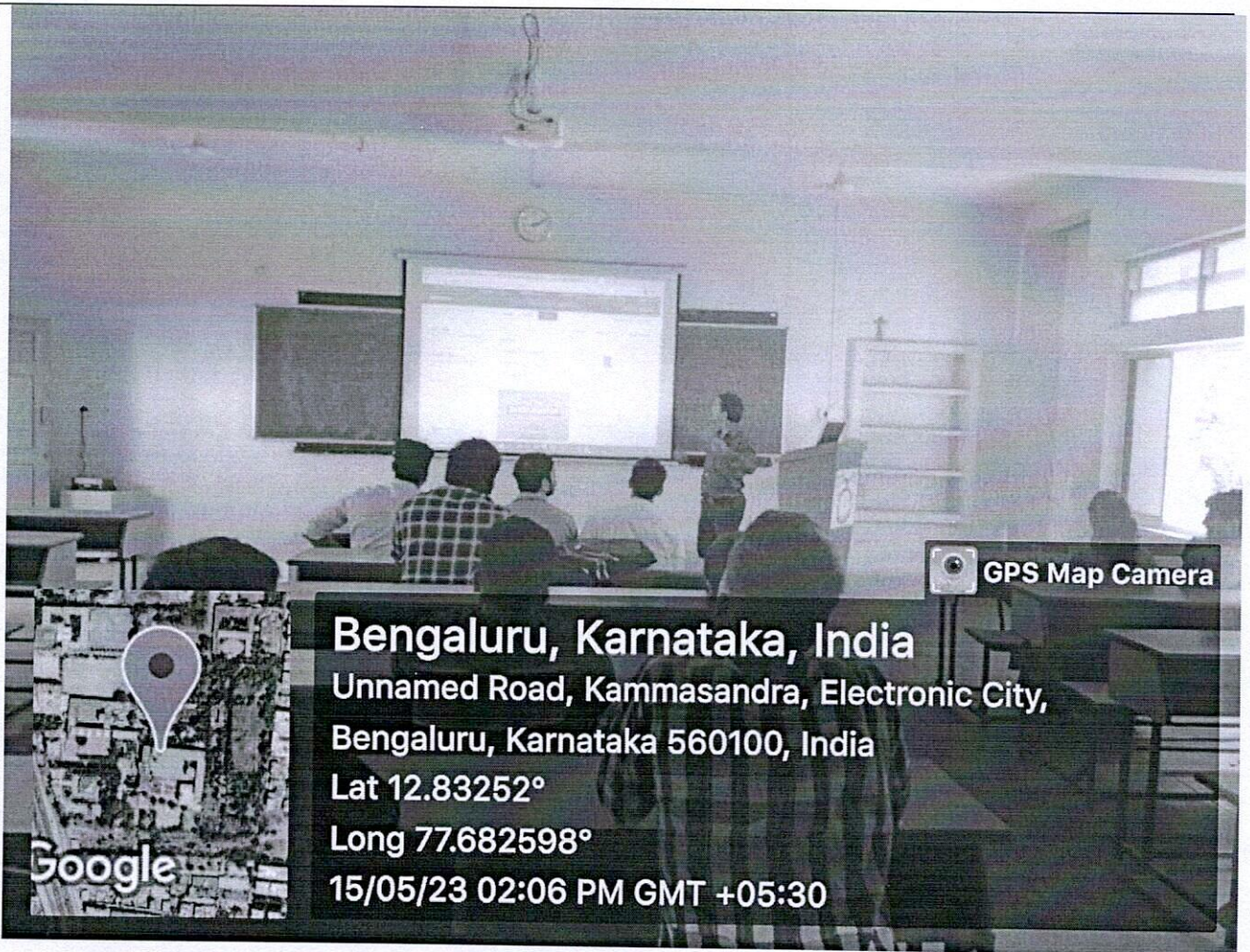
Bengaluru, Karnataka, India

Unnamed Road, Kammasandra, Electronic City,
Bengaluru, Karnataka 560100, India

Lat 12.832646°

Long 77.682601°

15/05/23 02:06 PM GMT +05:30



Report Prepared by: Prof. Lavin. A. Bhawnani
(Event Coordinator)

COORDINATOR
Cultural Committee
St. Francis de Sales College
Bengaluru - 560100

Report Verified by:
(HOD/Criteria Coordinators)

PRINCIPAL
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