

REPORT ON LOGO ID

Images Title of the event: LOGO ID

Date: 27/03/2024

Venue: Sreyas Institute of Engineering and Technology, Hyderabad.

Number of participants: 48 students from all the branches.

About the event:

The Logo Identification Event at Sreyas Institute of Engineering and Technology was organized by the Department of Electronics and Communication Engineering, designed to enhance students' understanding of branding, marketing, and design principles. Participants engaged in identifying various logos, discussing their significance, and exploring the elements that contribute to effective brand identity. The event was structured into several key phases. Firstly, the event began with an introductory session where participants were briefed on the rules, objectives, and the importance of logo design and identification in the corporate world. Students formed teams, promoting collaboration and allowing diverse perspectives to enrich the discussions and activities. Teams participated in a series of challenges, including Identifying logos from various industries, matching logos with their respective companies and Discussing the elements of effective logo design and brand recognition. Teams were tasked with designing their own logos for a fictional company, incorporating the principles learned during the event. Each team presented their logo designs and identification insights to a panel of judges, who provided constructive feedback based on creativity, effectiveness, and presentation skills.

Conclusion:

The Logo Identification Event at Sreyas Institute of Engineering and Technology successfully promoted understanding and appreciation of branding among students. The organizers look forward to hosting similar events in the future, aiming to further enhance participants' skills and knowledge in design and marketing.

Images of the students during the event:

