

Deviprasad Goenka Management College of Media Studies (DGMC)
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Notice No. 375/2021

25th March 2021

NOTICE

AD and Branding Club Event **LOGOS THAT SPEAK - Recycle, Reuse, Reduce, Redesign**

The Ad & Branding Club of DGMC is organizing an event titled “**LOGOS THAT SPEAK - Recycle, Reuse, Reduce, Redesign**” on **1st April 2021** from **3pm onwards** on the Google Meet: <https://meet.google.com/igz-xpyh-edw?hs=224>

The participant will be given an open creative approach to eco-friendly logo designing. How can you make a logo of a particular brand given to you and redesign it in an eco-friendly way?. Students are requested to check for more details about participation that will be sent on Whatsapp Groups.

RULES AND REGULATIONS

1. The re-designed LOGO should be a **2-D** image showing only the front face of the LOGO.
2. The participant has all the “**CREATIVE FREEDOM**” to change the color-scheme/font/typography etc. of the company’s logo.
3. The logo should be of a 1:1 ratio. Use of any software is allowed (eg: Canva, Photoshop, etc.)
4. The participant would be e-mailed 3 brand choices in which he/she has to choose one brand and design the logo.
5. Inappropriate statements will not be entertained. (no political reference please)
6. The logo should be different from the existing logo and the participant should showcase how his/her new logo is unique and eco-friendly in nature.
7. Uphold human dignity: The logo should not mock humans and their bodily features as well as not mock animals/sentiments/culture/religion.
8. Plagiarism will lead to direct disqualification.

JUDGING CRITERIA

1. CREATIVITY.
2. ECO-FRIENDLINESS FACTOR.
3. PRESENTATION SKILLS.
4. RELIABILITY.
5. LOGO DESIGN.



Dr. Amee Vora
Principal



Deviprasad Goenka
management college of media studies

THE ADVERTISING AND BRANDING CLUB
PRESENTS



LOGOS THAT SPEAK

Recycle, Reuse, Reduce, Redesign

**Are you ready? It's big brain time.
Select a brand and redesign its logo
giving it an eco-friendly and fresh
look for the sustainable world.**



Date: 1st April, 2021 (3pm)

Platform: Google Meet.