

## The ICFAI University, Jaipur

### ICFAI Business School

#### Student Activities

#### Revival & Re-design: A Logo Re-designing Competition by Techno Club

On **July 16, 2025**, the **Techno Club of IBS Jaipur** organized an innovative intra-departmental event, **“Revival & Re-design: A Logo Re-designing Competition”**, in **Seminar Hall 016**. The competition encouraged students to creatively reimagine logos of established Indian companies while retaining their core brand identity, thus combining design thinking with branding insights.

#### Event Highlights

- **Theme:** Logo Re-designing of Established Indian Companies
- **Duration:** 2 Hours 10 Minutes (2:30 PM – 4:40 PM)
- **Venue:** Seminar Hall 016
- **Participants:** 12 Teams from MBA Batch of 2027

#### Event Structure

##### 1□ Welcome and Introduction

The event began with a **welcome note by Ms. Dolly Gupta**, who set the tone by explaining the objectives of the competition. The judges were then introduced and briefed the participants on rules, structure, and evaluation criteria.

##### 2□ Competition Flow

- A total of **12 teams** participated.
- Each team had **6 minutes** to present their redesigned logo, highlighting the rationale behind the changes.
- The competition was conducted in **two phases**, with an **interactive audience activity** between sessions to keep energy levels high.

##### 3□ Evaluation Criteria

Entries were judged based on:

- Creativity & Visual Appeal
- Relevance to Brand Identity
- Presentation & Communication Skills

##### 4□ Results and Recognition

- **Winner:** *ReVibe*
- **Runner-Up:** *Logo Motivated Trios*
- **Audience Favourite:** *Restless Elements*

## 5 □ Closing Note

The event concluded with a **vote of thanks** delivered by the hosts, followed by a round of applause celebrating the innovation and enthusiasm of all participants.

## Learning Objectives

1. To encourage **creativity and innovation** in logo re-design while retaining brand values.
2. To develop **critical thinking and brand analysis** skills.
3. To enhance **technical proficiency** using tools like Canva and Adobe.
4. To boost **public speaking and presentation confidence**.
5. To foster **teamwork and collaboration** through group participation.

## Event Outcomes

- Students gained **hands-on experience** in logo redesign and brand representation.
- The event strengthened **teamwork, collaboration, and communication skills**.
- Participants demonstrated improved **design thinking and branding insights**.
- Confidence in **presenting creative ideas effectively** was enhanced.

## Feedback Analysis

A structured feedback form was circulated post-event. The highlights are as follows:

### 1. Overall Experience

- **92.3%** rated the event as **Excellent (5/5)**.
- **5.1%** rated it **Good (4/5)**.
- **2.6%** rated it **Fair (3/5)**.  
✓Overwhelmingly positive response.

### 2. Improvement in Design Thinking & Brand Analysis

- **92.3%** found it *Very Helpful*.

- 5.1% found it *Somewhat Helpful*.  
✓ Highly effective in enhancing design skills.

### 3. Understanding of Brand Evolution

- 100% participants agreed the event improved their understanding of branding over time.

### 4. Difficulty Level

- 69.2% found it *Balanced*.
- 17.9% rated it *Easy*.
- 12.8% rated it *Challenging*.

### 5. Time Allotted for Presentations

- 97.4% felt the time was sufficient.

### 6. Coordination and Management

- 82.1% rated event management as *Very Satisfactory*.
- 12.8% rated it *Satisfactory*.

### 7. Interest in Brand Designing

- 89.7% responded Yes.
- 7.7% said it *piqued their interest*.  
✓ The event successfully sparked interest in branding and visual identity.

### Conclusion

The **Revival & Re-design competition** was a perfect blend of **creativity, design thinking, and brand analysis**. It provided students with valuable exposure to modern branding practices, enhanced their design skills, and improved their ability to present ideas confidently.

The event achieved its objectives and received **excellent feedback** for organization, content, and execution. It also succeeded in sparking a long-term interest in branding and visual identity creation among students.

### Photos & Videos:

[https://drive.google.com/drive/folders/1\\_1UximR-Peje2AdIVgD5fin4r\\_wX53yT](https://drive.google.com/drive/folders/1_1UximR-Peje2AdIVgD5fin4r_wX53yT)

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## REVIVAL & RE-DESIGN

LOGO RE-DESIGNING COMPETITION

RETHINK, REBUILD & REINVENT

JOIN US ON

Seminar Hall 016

Wednesday



16th July 2025

Contact us

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