



LOGO DESIGN COMPETITION

STAY
HOME
STAY
SAFE

FOR

SPAV ALUMNI ASSOCIATION

Current students and Alumni
are invited to participate.

DEADLINE
2nd JUNE '20

Submit at:
spavalumni@gmail.com

Winners will be awarded cash prize

SUBMISSION GUIDELINES

- The design should be in hi-resolution digital format (150-300 dpi). Submission file should be any of these below formats
JPEG / PSD / TIFF / AI / PDF / EPS
- If sketches are being sent they should adhere to same.
- Name of the file to be the Registered Roll Number.
- Brief the Logo concept in maximum 100 words.
- Deviation from these guidelines will lead to automatic disqualification.

Greetings from the SPAV Alumni Association.

School of Planning and Architecture Vijayawada is hosting a LOGO Design Competition for the SPAV Alumni Association, intending to rebrand the SPAV Alumni Association and further boost the connect between the students and the alumni fraternity.

About the SPAV Alumni Association (SPAV-AA):

SPAV Alumni Association's objective is to promote and foster the mutually beneficial relationship among the alumni, current students, faculty and members of School of Planning and Architecture Vijayawada. The SPAV-AA also helps in extending the support to alumni to undertake an active and abiding interest in the work and progress of the Institute. The School of Planning and Architecture, Vijayawada has an Alumni Association registered under the Societies Registration Act 21 of 1860 with certificate of Registration No: 76 of 2014. The Association consist of General Body and Executive Body.

Why a Logo?

An interesting way to frame the history of symbols is a long bend toward abstraction. To look at the history of the early symbol is essentially to look at the advent and evolution of early handwriting. Modern symbols are transcendent, transcultural, and transmedia. A LOGO is a word. Logo is short for logotype which literally means 'word imprint' in Greek. This is why sometimes logo types are also called wordmarks. It has many purposes, most of which can be distilled down into three overarching categories — to identify, to describe, or to create value.

- Create a comprehensive nomenclature system that is consistent, with a prominent brand mark that is distinct
- Create momentum and visibility for the institution and its Alumni Association
- Establish our position as a powerful, cohesive institution.
- Elevate the Institute's and the Association's presence, prominence and recognition.

ELIGIBILITY:

The competition is open to all CURRENT STUDENTS (Except Final Year Students of UG and PG Programmes) and ALUMNI MEMBERS of SPAV.

DESIGN BRIEF:

The final logo submission should reflect the ideals, principles and objectives of the Association. For a brief idea, the participants are encouraged to visit the alumni page on the official website. <https://www.spav.ac.in/alumni.html>

SUBMISSION GUIDELINES:

- The design should be in hi-resolution digital format (150-300 dpi)
- The submission file should be in any of the following formats. (JPEG/PSD/TIFF/AI/PDF/EPS)
- If sketches are being sent, they should adhere to the same.
- Name of the file should be the registered Roll Number of the participant.
- The body of the email should contain the Name and Batch details of the participant.
- The mail should be addressed to spavalumni@gmail.com and should reach by midnight of the **2nd of June**.
- **DO NOT** mention your Name or Roll No. anywhere on the entry.
- A BRIEF of the LOGO CONCEPT (not more than 100 words) is to be submitted.
- Deviation from these guidelines will lead to automatic disqualification.

For any queries, please reach out to us at spavalumni@gmail.com

We expect participation in large numbers from students and alumni likewise!