



**Bharatiya Vidya Bhavan's
Sardar Patel Institute of Technology
Munshi Nagar, Andheri-W, Mumbai-400058**



Report

Event Name: Heterologous Logo Design Competition

Date of Event: 2021-01-16

Place of Event: Online Platform

In-Charge Member: IEEE WIE-SPIT

Just almost as the New Year vibes were coming to an end and the excitement of the beginning of a new semester was in the atmosphere, WIE came up with a new event. After unveiling the Annual Technical Journal, STEM-let, this time it was an uncommon competition named HETEROLOGOUS- a logo designing competition but with a twist. Contestants had to combine 2 logos and create a new one, logically as well as creatively. They were supposed to name their brand, name the product or value that the brand represents and also provide a short justification for the name given. The promotional messages started doing rounds as soon as the new year had begun. The deadline was still a long way on 16 January.

This competition was judge by Smiti Poddar , a student of Electronics Engineering who doesn't fail to observe the slightest designing factors in her day-to-day life. She is the Head of Creatives of Oculus 2021, S.P.I.T; Head of Creatives of Student Council, S.P.I.T and also the Head of Finance of Women In Engineering, S.P.I.T.

Different teams came up with different thoughtful creations. Teams worked hard till the last moment and did what they could do best. As said, WIE posted all the submissions on their Instagram page and every participating team was provided a certificate. As they say, allâ€™s well that ends well, the competition ended on a positive note with numerous unique submissions. After judging all the submissions, the top 3 decided were Garima Gupta secured 1st place, 2nd place bagged by Rishabh Vira and Sharli Kude and 3rd place was secured by Divya Gavandi. The winners were given the golden opportunity to design the logo of the STEMletâ€™s magazine. Kudos to all the participants and hearty congratulations to all the winners.



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WIE
IEEE S.P.I.T.



WIE-IEEE SPIT
presents



HETEROLOGOUS

A LOGO DESIGNING COMPETITION WHERE YOU
WILL BE COMBINING LOGOS OF TWO OR MORE
BRANDS TO CREATE A NEW LOGO FOR YOUR
OWN BRAND!

Examples for your reference



- Name your brand
- Name your product
- Justify





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