Online logo design and tagline contest event Report

Event type- Online contest (hosted on Facebook page of startup cell and the page of Junoon Club)
Organized by – Startup cell, MIT Muzaffarpur in association with Junoon club, MIT Muzaffarpur
Necessity – To create our visual identity and for branding
Logo name – Startup cell, MIT Muzaffarpur
Tagline – conveying our vision and mission

Event summary, rules, terms and conditions –

Summary- One winner each in the logo and the tagline categories was announced. Two consolation prizes in the logo category and one in the tagline category were also announced. Participants were required to submit their entries to our e-mail (startup@mitmuzaffarpur.org) before 8th January 2019.
Each entry was posted on our Official Facebook page and the Facebook page of Junoon club, MIT Muzaffarpur. The reactions on these two pages to each entry contributed towards the result.

Rules, T&C were -

General instructions-
1.Open contest for anyone
2.Maximum 2 entries/person (only first two will be considered)
3.The last date for submitting entries is January 8th 00:00 IST

Guidelines/judging criteria for logo-
1.The logo should have a minimalistic design
2.It should be versatile(should look good even in black & white and when printed anywhere either on t-shirt, letter head or goods etc.), Unique, relevant to our target audience i.e. students & entrepreneurship enthusiasts
3.Abstract design with word mark is preferred
4.The Logo should be resizable without much distortion in appearance
5.File size should be less than 10MB, It should not be handmade, Should be in .jpg/.jpeg/.png/.pdf/.eps/.ai/.cdr/.svg format (It would be rejected otherwise)

Guidelines/judging criteria for the tagline-
1.It should not be more than five words
2.Should be unique, memorable and relevant to our target audience i.e. students & entrepreneurship enthusiasts
3.It should align with our vision (mentioned in the 'our story' section on our Facebook page)
4.Put your tagline under quotation marks in the email

Prize distribution – Winners and runners will be contacted via email or telephone after the publication of results.

Terms and conditions –
1.Startup cell reserves the right to modify or remove the rules or to cancel the participation of an entry at any stage without prior notice.
2.Startup cell assumes no responsibility for the content of the entries published on our page and their further use by any third parties.
3.Prizes are non-transferrable.
4.The decision of Startup cell, MIT Muzaffarpur will be final and binding.
5.The participant is solely responsible for any kind of copyright infringements, trademark violations or intellectual property rights violation arising out of the content they send to us. Startup cell will not be responsible for any loss or damage to the contents received.

Activities that took place under this contest:

JAN03-JAN08	The event was launched on our Facebook page, Participants will send their entries to our official e-mail id within these two days
JAN09-JAN10	● All the entries received were posted on the Facebook page of startup cell and Junoon club simultaneously. Reactions will count for the day till midnight. The various kind of reactions will carry the following weightage to the **reaction score**: If the post gets "love" on our page or the group's page, it fetched 3 points. Similarly, for "wow" reaction it got 4 points and for "like" it got 1 point. The **percentile reaction score** of each entry was calculated. ● On the same day we would conduct internal polling in startup cell for logo and slogan entries in the following manner : Startup cell member faculties and coordinators will vote for logos & slogans via Google form(s). The two kinds of votes carried the following weightage to the **poll score**: 　　Weightage for faculties' vote = 1-10 Points 　　Weightage to coordinators' votes = 1-5 Points The **percentile poll score** of each entry were calculated.
DAY 11-JAN13	The result calculation was done as per the following formula : Ranking in the logo and the slogan categories were decided according the **weighted average of the "percentile reaction score" and the "percentile poll score" of each entry.** The weightage of percentile reaction score remained 25% and that of percentile poll score was 75%. All the logos or taglines which were edited from any other file or hand drawn were striked out from this list to get the final rank list.
JAN 14	The result of the contest was published on our official Facebook page.

Result calculation-
Annexure 1,2 - Data upon which all the results were calculated for the logo and tagline categories respectively.
Annexure 3,4 – The final rank list generated by calculating percentile wise ranking of each entry (adding the percentile poll score and the percentile facebook reaction score of each entry with a weightage to the poll score , 75 % and 25 % to the facebook reaction score) and after rejecting the copied, edited and hand drawn entries for the logo and tagline categories respectively.

In the logo category entry nos. 3,4,6,7,8,12,13,19,24 and in the tagline category, entry nos.3,5,6 were rejected.

Winners in the logo category-
1. Astitva anand, Logo Entry No. 14
2. Harsh anand, Logo Entry No. 17
3. Ashwani kumar singh, Logo Entry No. 22

Winners in the tagline category-
Om prakash, Tagline Entry No. 4
Harsh anand, Tagline Entry No. 2

Way forward – Prizes will be distributed to the winners shortly.

Reporter's name and contact-

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