

SARVAJANIK UNIVERSITY
SARVAJANIK COLLEGE OF ENGINEERING AND TECHNOLOGY

REPORT
ON
LOGO WARFARE

IN SEARCH OF VISUAL IDENTITY OF WOMEN DEVELOPMENT CELL OF SCET



HELD ON
30th AUG 2023 & 2nd SEP 2023

ORGANIZED BY
WOMEN DEVELOPMENT CELL

CO-ORDINATED BY
DR. KAUSHIKA PAL

Objective of the Session

A logo for a Women's Development Cell is crucial as it visually encapsulates the cell's mission of empowerment, equality, and support. It establishes identity, builds credibility, raises awareness, and symbolizes unity. It communicates values, fosters participation, and leaves a lasting impact as a symbol of progress and change. To design an impactful logo for Women Development Cell, the WDC team organized a logo competition named as “LOGO WARFARE”.



The poster features a background image of a woman's face with colorful paint splatters. At the top, there are two logos: Sarvajani University on the left and Sarvajani Education Society on the right. The main title 'LOGO WARFARE' is in a large, stylized blue font with a white outline. Below it, 'FOR WOMEN DEVELOPMENT CELL' is written in black on a yellow rectangular background. The text 'AMPLIFYING WOMENS VOICES, IGNITING CHANGE!!' is in bold black. Below that, 'COMPETITION TO MAKE AN IMPACTFUL LOGO FOR OUR CELL' is also in bold black. A list of rules and dates is on the left, and a QR code with the text 'SCAN TO UPLOAD!!' is on the right. A URL is at the bottom right.

Sarvajani College Of Engineering and Technology

LOGO WARFARE

FOR WOMEN DEVELOPMENT CELL

AMPLIFYING WOMENS VOICES, IGNITING CHANGE!!

COMPETITION TO MAKE AN IMPACTFUL LOGO FOR OUR CELL

- E CERTIFICATE WILL BE PROVIDED TO GENUINE WORK
- TOP 10 LOGOS WILL BE SELECTED FOR PRESENTATION
- TOP 3 WILL BE SELECTED AS WINNERS.
- LAST DATE TO SUBMIT: 30 AUG,2023
- LOGO PRESENTATION: 2 SEPT,2023, 12:30 PM ONWARDS
- VENUE: NJ SEMINAR HALL

SCAN TO UPLOAD!!

<https://tinyurl.com/LOGOWARFARE>

Details of the Competition

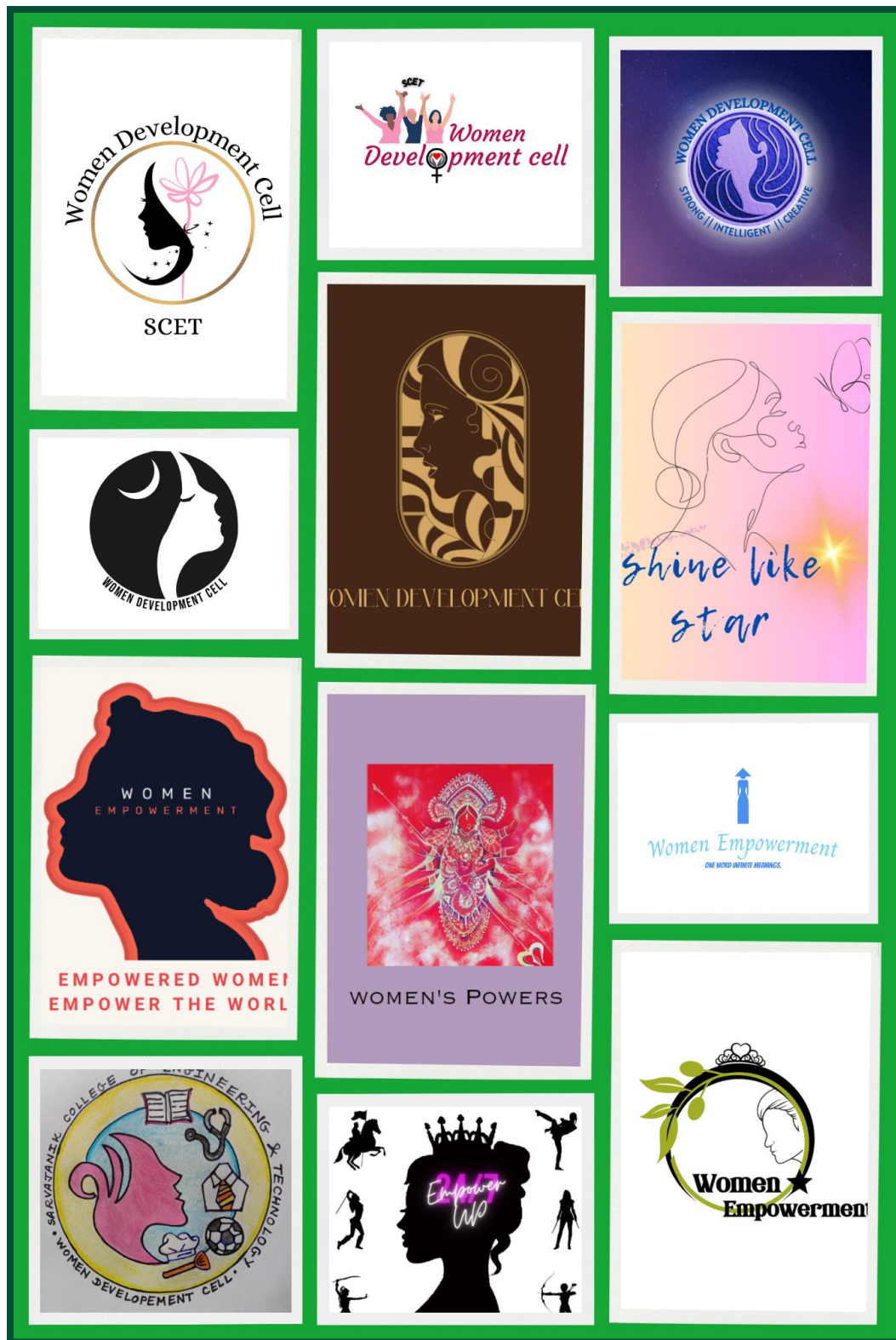
Date and Time:	30 th August 2023 to 2 nd Oct 2023 (Presentation of selected Logos)	
Venue:	Online and MCA Lab	
Targeted Audience	Students of SCET, Sarvajanic University	
Coordinated By:	Dr. Kaushika Pal	
Organized By	Women Development Cell	
Participation	36	
WDC Committee Members	Dr. Kaushika Pal Dr. Shama M. Mulla Dr. Nehal N. Shah Dr. Jigisha U. Pandya Prof. Bhumika Patel	Prof. Bhumika Bhatt Prof. Payal Zaveri Dr. Vaishali Umrigar Prof. Jayana S. Rana

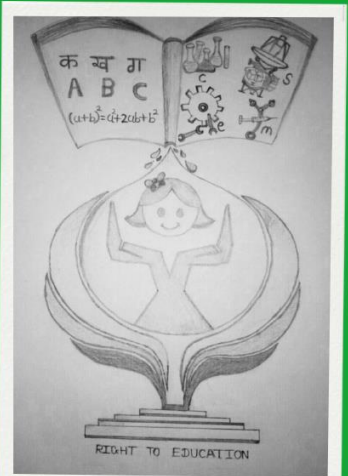
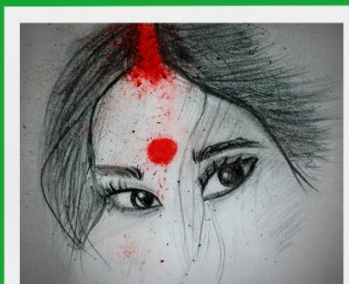
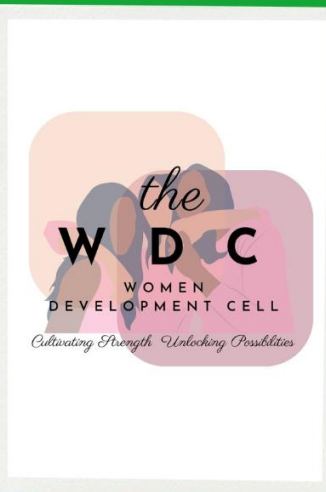
Logo Warfare in Brief:

- The Logo competition began on 24th August 2023, students were given 5 days to prepare and submit the logo.
- We received 36 logos by 30th August 2023.
- A meeting to filter good logos were arranged on 31st August 2023. Following members were present for the meeting.

Sr. No.	Name
1	Dr. Kaushika Pal
2	Dr. Nehal Shah
3	Dr. Jigisha Pandya
4	Dr. Vaishali Umrigar
5	Dr. Krishma Desai
6	Prof. Bhumika Patel
7	Prof. Bhumika Bhatt
8	Prof. Payal Zaveri
9	Prof. Jayana Rana
10	Prof. Neeta Chapatwala

- The logos submitted in competition can be seen in following images followed by photos of meeting







She Rise Initiative

WOMEN'S DEVELOPMENT CELL (WDC)



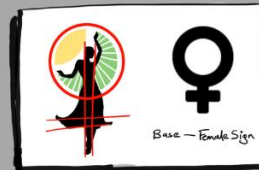
On White



On Black



EMPOWER WOMEN
EQUALITY — FREEDOM — RIGHTS



Base - Female Sign

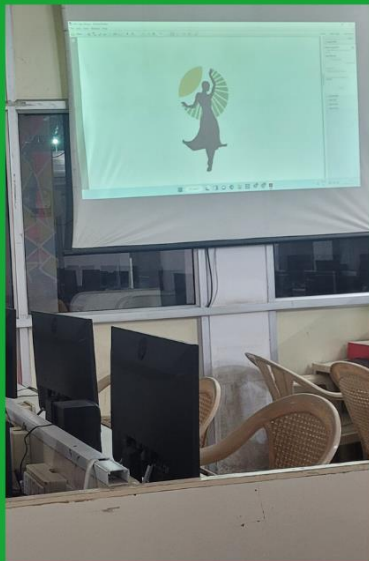


→ green wings signifies freedom, and its green colour



Colour Scheme
→ Green and yellow signifies 'Native & Growth'
→ It gives slight Sarc Indian flag colors, But by Using Yellow Instead of Orange, Don't Make it too 'Flaggy'

AFREEN. Z. A



- Top 3 logos were found suitable and therefore filtered for further presentation.
- Presentation was held on 2nd October 2023 and following faculties were present in presentation.

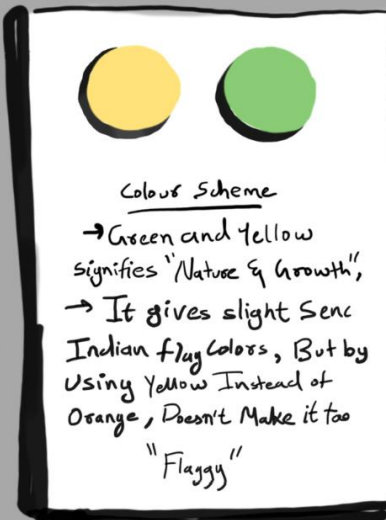
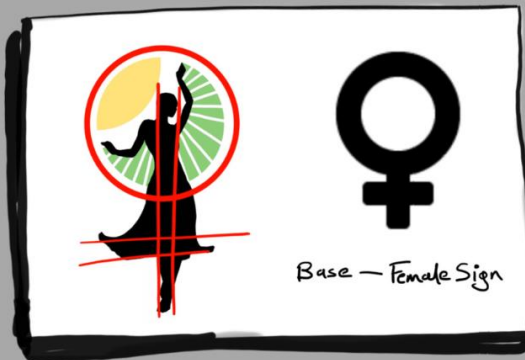
Sr. No.	Name
1	Dr. Kaushika Pal
2	Dr. Nehal Shah
3	Prof. Bhumika Patel
4	Prof. Bhumika Patel

- Students presented their thoughts behind the logo. Two logos, were found suitable for further consideration. They were given suggestions for certain corrections about orientation, color combination, font, and certain elements.
- Once the logo of both the students were ready a meeting was held on 7th October to Finalize one logo. Following faculties were present in the meeting.

Sr. No.	Name
1	Dr. Kaushika Pal
2	Dr. Nehal Shah
3	Dr. Jigisha Pandya
4	Dr. Vaishali Umrigar
5	Dr. Krishma Desai
6	Prof. Bhumika Patel
7	Prof. Bhumika Bhatt
8	Prof. Jayana Rana

- After this meeting Students were instructed to make certain corrections and submit at earliest.
- After finalizing top two logos, where one was representing softness, imperfection, and feel complete being imperfect (black, Gradient Blue, Pink and Orange) shown in next image, and the other logo was representing freedom, Growth and Power, shown in two forms horizontal and vertical in next image.





AFREEN.Z.A
 DEP. → B.EC
 ET22BTEC004

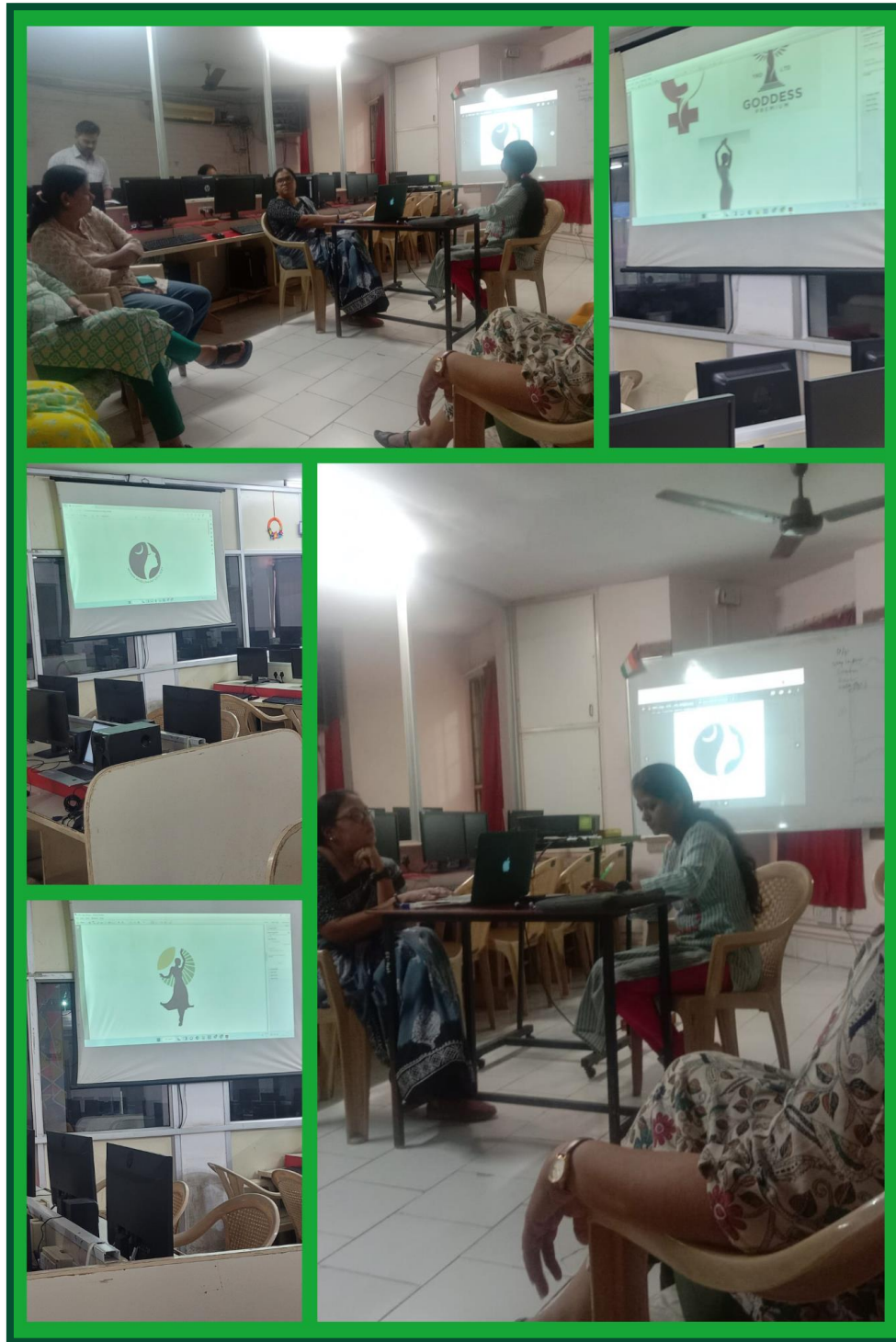


On White



On Black

- We all mutually decided to go with the logo representing freedom, Growth and Power as an visual identity of Women Development Cell of SCET. The outer layer of first logo was looking more appealing, and therefore added final logo.
- Glimse of the meetings



- The logo shown below was finalized as logo of WDC, SCET



- The vertical version of logo of WDC, SCET



"The visual identity of a cell is its unique signature, conveying its essence and function with intricate beauty and purpose."

Report Compiled by Dr. Kaushika Pal