

Event Name : LOGO LINEUP

Date : 17/02/2026

Organized By : The Department of Business Administration

Academic Year : 2025 – 2026

Report :

The Department of Business Administration organized an engaging and creative association activity titled “*LOGO LINEUP – Logo Designing and Presentation Competition*” on 17th February 2026. The event aimed to nurture creativity, branding skills, and presentation abilities among students.

Objectives:

- To encourage creativity and innovation in logo designing.
- To develop branding and marketing skills among students.
- To enhance presentation and communication abilities.
- To provide a platform for students to showcase their design talents.

First and third year students of the BBA program actively participated in the competition. Participants were tasked with designing unique and meaningful logos for businesses, brands, or social causes. They also presented their designs, explaining the concept, colour choices, symbolism, and relevance of the logo.

The competition was judged based on originality, creativity, relevance, visual appeal, and presentation skills. The event witnessed a wide variety of innovative designs, reflecting the artistic and analytical abilities of the students.

The activity helped students understand the importance of branding and visual identity in business. It enhanced their creative thinking, confidence, and ability to communicate ideas effectively.

The “*LOGO LINEUP*” competition was a successful and enriching experience, encouraging students to blend creativity with business concepts. It provided a valuable learning platform and inspired students to explore the field of design and branding.