#### **INDIAN INSTITUTE OF TECHNOLOGY ROORKEE**

## **Logo Design Contest**

Diversity and Inclusion Committee (DInC), IIT Roorkee



## **Key Dates**



| Invitations for participation            | Sept 13, 2022 onwards |
|--|-----------------------|
| Last date for logo submissions           | Oct 3, 2022           |
| Formation of Judges                      | Oct 6, 2022           |
| Logos screened for originality           | Oct 29, 2022          |
| Anonymized logo designs sent for judging | Oct 30, 2022          |
| Judge scores completed                   | Nov 25, 2022          |
| Final scores compiled                    | Nov 30, 2022          |
| Announcement of winners                  | Dec 3, 2022           |

### **Invitation** email



LOGO Design Contest for the Diversity and Inclusion Committee (DInC), IIT Roorkee D Inbox × IIT Remail/Staff Notices ×



Tue, Sep 13, 9:30 PM

Chairperson Diversity and Inclusion Committee <chair.dinc@iitr.ac.in>

to Staff-Notices, Students-Notices, Diversity, Director ▼

Dear All,

India

IIT Roorkee is one of the foremost institutions in the nation to undertake the initiative to strengthen a diverse and inclusive environment within the campus.

Hence, the Diversity and Inclusion Committee (DInC) has been constituted in our Institute with the objective to be the most diverse, inclusive, and equal institute of higher learning in India. We aim to improve diversity and inclusion among all stakeholders and at all organizational levels in IIT Roorkee. We dream to create an environment where all stakeholders are empowered and facilitated to fully realize their personal and professional growth.

The DInC at the IIT Roorkee is organizing a LOGO Design Contest for creating a LOGO for this initiative. We invite entries from our entire Campus Community.

Logos will be evaluated on their novelty, aesthetics and representativeness with the objectives of the committee. Logos should be original and not copied from any source.

Attractive prizes and certificates will be given as follows.

- 1 Winner: Cash prize of Rs. 7175 + certificate
- 3 Runners-up: Cash prize of Rs. 5175 each + certificate
- 5 Consolation Prize: Cash prize of Rs. 2175 each + certificate

Winning logos may be published on DInC website and displayed digitally on Campus. Logo submissions should be made using this link: https://forms.gle/8k1rcvAYd3HuaVRx7

The submission link will close on 28 September at 09:00 pm.

Looking forward to your participation,

Thanking you on behalf of the DInC IIT Roorkee,

Mahua Mukherjee Chair, Diversity and Inclusion Committee IIT Roorkee Roorkee

IIT ROORKEE

### **Invitation**





### Google form for logo submission



# Logo Design Submission for DInC snehasingh.iitkgp@gmail.com Switch account $\odot$ The name and photo associated with your Google account will be recorded when you upload files and submit this form. Only the email you enter is part of your response. \* Required Email \* Your email Please enter your name \* Your answer Please enter your mobile number \* Your answer

| How are you connected to IIT Roorkee? *   |
|---|
| O I am a student at IIT Roorkee   |
| O I am a staff at IIT Roorkee   |
| I am a family member of a student/staff at IIT Roorkee  |
| Other:  |
|   |
| Please enter the Department/ Section/ Office you (or your family member) are associated with at IIT Roorkee |
| Your answer   |
|   |
| Please submit a PDF of your Logo Design(s) *  |
| <b>⚠</b> Add file   |
| Briefly explain the Idea behind your logo design *  |
| Maximum 400 characters  |
| Your answer   |
|   |

## **Participation**



• Total logo submissions: 158

• Total participants: 122

### **Judges**



- Prof. Sonal Atreya, IIT R (Faculty at Dept. of Design)
- Prof. Gaurav Raheja, IIT R (Faculty at Dept. of Architecture)
- Prof. Seshan Srirangarajan, IIT Delhi (Committee member of Initiative for Gender Equity and Sensitisation (IGES) at IIT Delhi)
- Major Reeti, IIT Roorkee (Staff member, and DInC representative)
- Mr. Alaa Aldin Ghazal (PhD student 2nd year, International student representative)
- Prof. Sneha Singh, IIT Roorkee (Faculty at Mechanical Engineering)

### **Judges email**



#### Request for Scoring the Logo submissions of Diversity and Inclusion Committee





IIT R email × IIT R email/Sent ×

Dr. Sneha Singh <sneha.singh@me.iitr.ac.in>

Sun, Oct 30, 1:20 PM





to Sonal -

Dear Professor Sonal Atreya,

A good day to you. Let me begin by thanking you for agreeing to judge the Logo Design Contest organized by the Diversity and Inclusion Committee (DInC) at IIT Roorkee.

The DInC has been constituted in IIT Roorkee as an initiative to strengthen a diverse and inclusive environment within the campus. We aim to facilitate IIT Roorkee to become the most diverse, inclusive, and equal institute of higher learning in India. We aim to improve diversity and inclusion among all stakeholders and at all organizational levels in IIT Roorkee. We dream to create an environment where all stakeholders are empowered and facilitated to fully realize their personal and professional growth. Our campus staff and students were asked to create a Logo for our Committee, and their submissions can be accessed using the following link.

https://docs.google.com/spreadsheets/d/1LjWOYIIQubF6AP7hHGWGDKVpNYYmQXVs/edit?usp=sharing&ouid=101691499128675666517&rtpof=true&sd=true

#### Please evaluate each logo submission as per following instructions:

- The logos have to be evaluated for their novelty, aesthetics and representativeness with our committee's objectives. Each criteria has to be scored on a scale of 10.
- You may enter your scores for every submission in the columns D to F of the shared excel sheet.
- . A few participants have submitted more than one logo, and each of their additional logos can be scored in column G to I, and so on.

Our participants are waiting eagerly for their results! So, we would like to release the results by the end of next week. Hence, I request you to complete your evaluation by November 3rd 2022

Regards,



### **Process for finding winners**



Scores received from judges on a scale of 1 to 10 on "Novelty", "Aesthetics" and "Representativeness" of logos



Calculation of total scores given by each judge



Average of the scores by each judge is assigned to each logo



Logos arranged score wise



Highest scoring logo is declared Winner



Remaining 3 highest scoring logos, excluding the winner, are the Runners-up



Remaining 5 highest scoring logos, excluding the runners-up and winner, are the Consolation Prizes



### Winner





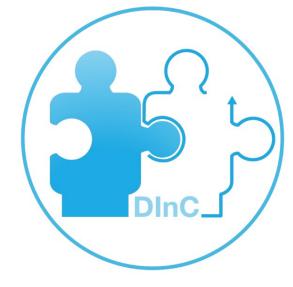
#### **Runners-up**

1)



**Diversity and Inclusion Committee** 

2)



3)

Format 1



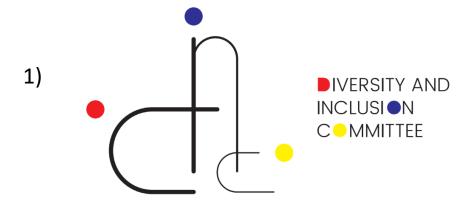




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#### **Consolation prizes**





2) Format 1



Format 2





#### **Consolation prizes**

4)



#### Format 1

5)



#### Format 2



### **Logo Contest Winners**

Winner: Abhishek Srivastava (student, Dept. of Design).

#### Runners-up.

Aditi Raj (student, Dept. of Architecture & Planning)
Kavin M (student, Dept. of Design)
Utkarsh Dhairya Panwar (student, Dept. of Mechanical & Industrial Engg.)

#### Consolation prize.

S. Rabiudeen (student, Dept. of Design)
Sudhanshu Patel (student, Dept. of Chemical Engg.)
Ananya Bhargaw (family member of Faculty at HSS Dept.)
Sreehari S (student, Dept. of Design) Somya Burman (student, Dept. of Design)

# Thank you