

Rule Book

Logo Design Competition

Teknofest Pakistan
3rd January 2026





About Competition

Overview

The Logo Design Competition is a creative design challenge where participants conceptualize, design, and present a unique, meaningful, and visually appealing logo within a given timeframe.

This competition evaluates creativity, design thinking, symbolism, and technical execution. Participants are challenged to visually communicate a brand's identity, values, and purpose through a single emblem.

Objective

Participants are required to:

- Design a logo aligned with the provided theme or brand concept
- Demonstrate strong understanding of visual hierarchy, typography, and color psychology
- Submit both the final design and a clear concept explanation
- Present the reasoning behind visual choices (shapes, fonts, and colors)

The goal is to create a **memorable, versatile, and conceptually strong logo** that effectively represents the assigned theme or organization.

Competition Structure

Theme / Problem Statement

- A specific theme or organizational brief will be provided (e.g., tech startup, NGO, environmental campaign, educational platform)
- Participants must visually represent the core essence of the given brand or idea
- Detailed guidelines will be shared at the start of the competition

Participation Mode

- Mode: Individual Participation
- Allowed Tools: Adobe Illustrator, Photoshop, Figma, CorelDRAW, or open-source tools (Inkscape, Photopea)
- All assets must be royalty-free or self-created

Deliverables

Participants must submit:

- Final Logo Design (PNG, JPEG, and vector format — SVG or AI)
- Concept Description (maximum 200 words)
- Color Palette & Font Choices (optional but recommended)
- Mockups (optional — e.g., business cards, websites)

The Rules

General Conduct

- Professional behavior and ethical participation are mandatory
- Copied, traced, or pre-made logos lead to immediate disqualification
- Stock icons, templates, or plagiarized assets are strictly prohibited

Design Rules

- All designs must be original and created during the competition timeframe
- Hand sketches are allowed, but the final logo must be digitally submitted
- Logos must be scalable, readable, and clear in both color and monochrome
- At least one variation is required (e.g., full-color and black-and-white)

Presentation Guidelines

Participants may be required to present their work, covering:

- Concept and inspiration
- Font and color selection reasoning
- Target audience and brand alignment

Presentation format:

- 2–3-minute verbal pitch **or**
- Short slide deck showing design evolution

Disqualification Criteria

Immediate disqualification will occur if a participant:

- Submits plagiarized or AI-generated designs
- Uses copyrighted or pre-made assets
- Misses the submission deadline
- Violates fair play or integrity standards

Allowed Resources

Participants may access:

- Official design software documentation
- Free font libraries (Google Fonts, Fontshare, etc.)

AI tools (ChatGPT, Midjourney, DALL·E) are **not allowed** for design creation.



Environment

Environment Setup

- Participants may use personal systems or provided lab computers
- Internet access is allowed **only for reference and inspiration**
- Downloading pre-made designs, templates, or assets is prohibited
- All files must be saved and submitted in the specified formats before the deadline

Time Limit

- Total Duration: **1.5 hours**
- Majority of time allocated to design and execution
- Late submissions will not be accepted

Support & Queries

- All design-related queries must be raised **before** the competition
- During the event, only technical issues or clarifications will be addressed
- Official communication channels: Slack, Discord, or Helpdesk

Disclaimer:

The Logo Design Competition is organized for creative learning, innovation, and skill evaluation purposes. All intellectual property rights remain with the respective participants, though organizers reserve the right to showcase selected entries for academic or promotional use.