



Brand Identity Blitz – Official Rule Book

Introduction

Brand Identity Blitz is a fast-paced, onsite logo design competition at Teknofest Pakistan, where participants are given 1.5 hours to create a unique, memorable, and professional logo. The competition emphasizes creativity, brand communication, and design execution under time constraints.

Eligibility

1. Participants:

- Open to individuals.
- Must be students, freelancers, or professionals with experience in graphic design or branding.
- Each participant or team is allowed only one submission.

Competition Format

1. Design Brief:

- Participants will receive a brand brief onsite at the start of the competition. The brief may be for a fictional brand or a real-world company.
- The brief will include the company's name, target audience, industry, and values. Participants must design a logo that reflects these elements.

2. Time Limit:

- Participants will have **1.5 hours** to complete their logo design.
- No extensions will be provided, and designs must be submitted within the allocated time.

3. Design Tools:

- Participants may use any design software (e.g., Adobe Illustrator, Photoshop, CorelDraw, Figma, etc.) but must bring their own laptops and software.
- **AI tools are strictly prohibited.** Any use of AI-generated elements or assistance in logo creation will result in disqualification.
- Internet access will be provided for research but not for downloading additional resources during the competition.

4. Submission:

- Designs must be submitted in both **vector** (AI, EPS, or SVG) and **PNG** formats.
- Files must be named with the team name and submission time (e.g., TeamX_LogoDesign_1PM).
- All submissions must be made via USB drive to the designated competition supervisor before time runs out.



Judging Criteria

1. **Creativity and Originality (30%):** How unique and innovative the logo is.
2. **Relevance to Brand Identity (30%):** How well the logo communicates the brand's values, target audience, and industry.
3. **Aesthetic Appeal (20%):** The visual attractiveness and overall design quality.
4. **Technical Execution (20%):** How well the design is technically executed (e.g., clarity, scalability, and precision).

Judges

- A panel of 3-5 judges with experience in graphic design, branding, and marketing will evaluate all submissions.
- Judges' decisions are final and binding.

Rules & Regulations

1. **Original Work:** All designs must be original. Plagiarism or copying another brand's identity will result in disqualification.
2. **Software & Tools:** Participants are responsible for their own devices and software. **AI tools are not allowed**, and any use of AI-generated assistance will lead to disqualification.
3. **Conduct:** Participants must maintain a professional and respectful attitude throughout the competition.
4. **Time Adherence:** No submissions will be accepted after the 1.5-hour mark.
5. **File Specifications:** Submissions that do not meet the file requirements (vector and PNG) will not be judged.

Prizes

- **1st Prize:** PKR 30,000
- **2nd Prize:** PKR 20,000
- **3rd Prize:** PKR 10,000
- The winning designs may also be featured on Teknofest Pakistan's social media platforms and promotional material.

Contact Information

For any questions or additional information, please contact us at:

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