

DEVISE'25



Presents

CREA8MARK

Brief:

WE ARE THRILLED TO ANNOUNCE A LOGO DESIGN COMPETITION FOR THE URBAN SIP, A NEW AND VIBRANT CAFÉ IN THE HEART OF THE NAGPUR CITY.

About the Café

THE LOGO SHOULD EMBODY THE ESSENCE OF A MODERN, URBAN COFFEE EXPERIENCE, BLENDING SLEEK, CONTEMPORARY ELEMENTS WITH THE WARMTH AND COMFORT OF A COZY CAFÉ ATMOSPHERE. THE DESIGN SHOULD CAPTURE THE HUSTLE AND ENERGY OF CITY LIFE WHILE OFFERING A SENSE OF RELAXATION AND COMMUNITY.

KEY REQUIREMENTS:

- THE LOGO MUST BE ORIGINAL, REFLECTING THE MODERN AND DYNAMIC NATURE OF THE URBAN SIP CAFÉ..
- THE DESIGN SHOULD BE CLEAN, SIMPLE, AND VERSATILE, WORKING WELL ACROSS DIFFERENT MEDIA, INCLUDING SIGNAGE, MENUS, MERCHANDISE, AND SOCIAL PLATFORMS.
- USE A COLOR PALETTE THAT REFLECTS THE VIBRANCY OF CITY LIFE, BALANCING MODERN TONES WITH WARMTH TO CREATE AN INVITING YET ENERGETIC FEEL.
- USE FONT THAT'S LEGIBLE WHEN SCALED DOWN. CHOOSE AN EASY-ON-THE-EYES TYPEFACE THAT'S READABLE.

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SUBMISSION GUIDELINES

- SUBMIT YOUR LOGO DESIGN IN PDF FORMAT ALONG WITH A HIGH-RESOLUTION PNG OR JPEG.
- THE DESIGN SHOULD BE A IDEA UNIQUE TO YOU AND SHOULD NOT BE COPIED FROM ANY AI GENERATION SOFTWARES.
- INCLUDE A BRIEF EXPLANATION OF ABOUT A PARAGRAPH OF YOUR DESIGN CONCEPT AND HOW IT RELATES TO THE BRAND.

ELIGIBILITY AND DEADLINE

THE COMPETITION IS **OPEN TO ALL** DESIGN ENTHUSIASTS .

THE WINNING ENTRIES WILL RECEIVE A **PRIZES WORTH 5K.**

DEADLINE AND SUBMISSION

THE DEADLINE FOR SUBMISSIONS IS
19th MARCH 2025

SCAN TO REGISTER!!



For queries contact-
DIKSHITA DAS - 7099199828
EVENT MANAGER, DEVISE'25
devise25.axis@gmail.com