

S.A. ENGINEERING COLLEGE
(An Autonomous Institution, Affiliated to Anna University)
Accredited by NBA & NAAC with 'A' Grade ISO 9001:2015 Certified Institution

DEPARTMENT OF MANAGEMENT STUDIES
ENTREPRENEURIAL DEVELOPMENT CLUB - III

Date: 12TH February 2025

Time: 1:15 to 4.05 pm

Conducted by: Dr. A. SUPRIYA

Venue: MBA Department

ACTIVITY: "HOW TO FIX THE COMPANY NAME AND COMPANY LOGO"

The ED Coordinator conducted an engaging session for the ED Club students as part of the ED Club activity on 12th February. The session focused on the significance of a **company name** and **logo**, with a particular emphasis on the reasoning and **stories behind the logos** of existing top companies. The coordinator explained how successful brands use their logos to convey their identity, values, and vision. Examples of globally recognized companies, such as Apple, Nike, Amazon, and Google, were discussed to highlight the thought process and symbolism behind their logos.

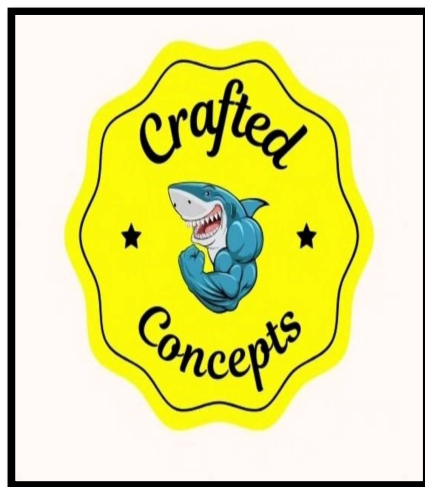
For instance, the coordinator elaborated on how Apple's logo represents simplicity, innovation, and knowledge, while Nike's swoosh symbolizes movement, speed, and motivation. The session also covered how colour psychology, typography, and design elements play a crucial role in creating a memorable and impactful logo. Students were encouraged to think critically about the message they wanted their company name and logo to communicate.

By the end of the session, **all students were able to prepare their own company names and logos**, incorporating the insights gained from the discussion. The activity not only enhanced their understanding of branding but also inspired them to think creatively and strategically about their entrepreneurial ventures.

Outcome: All students successfully **created their company names and logos**, demonstrating a deeper understanding of the reasoning and strategies behind successful branding in top companies.

Logo Created by the Entrepreneurship Development Club Students







Snapshots from the Entrepreneurship Development Club Activity on 5TH February 2025



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Date: 12TH February 2025

S.No	Name of the Student	Department
1	Ramya	ECE
2	Gowthaman	MBA
3	Surya Narayanan	VLSI
4	Karthik Raja	MBA
5	Jai Surya	CSE (CS)
6	Dinesh Kumar	CSE
7	Thirumurugan	CSE
8	Sanjay	VLSI
9	Hemath Raj	VLSI
10	Monika	VLSI
11	Dhakshita	ECE
12	Baskar	CSE
13	Mohit Sahni	CSE
14	Dushyanth	CSE
15	Chandru	ECE
16	Akash	CSE
17	Adhitiyan	CSE
18	Adhitiya Nithin	CSE
19	Florence George	ECE
20	Nithya Sree	AIDS
21	Sadhasree	AIDS
22	Kavya Rekha	AIDS