



Topic- LOGO LAB- LOGO REDESIGN BATTLE 2026

About Event	<p>The “Logo Lab – Logo Redesign Battle 2026” organized by the PGDM Department of Dayananda Sagar Business School is a creative design competition aimed at encouraging innovation, branding skills, and visual communication among students. The event provides a platform for participants to showcase their artistic talent and strategic thinking by redesigning existing logos with modern, creative, and meaningful concepts.</p> <p>Through this activity, students gain practical exposure to the importance of branding, brand identity, and design aesthetics in today’s competitive business environment. The competition also promotes teamwork, creativity, critical thinking, and presentation skills while motivating students to think beyond conventional design approaches.</p>
Organized By	PGDM, DSBS
Event Coordinator	Dr.Kanchan G. Rajput
Date	6 th May 2026
Time:	4.00 PM to 5.00 PM
Total Participants	40
Outcome of the Event	<ul style="list-style-type: none">• Students demonstrated exceptional creativity and innovative thinking in redesigning logos with unique concepts and modern design elements.• Participants enhanced their understanding of branding, visual identity, and marketing communication strategies.• The competition improved students’ problem-solving, design-thinking, and presentation abilities.• Students gained confidence in expressing their ideas creatively and professionally.• <input type="checkbox"/> The event encouraged collaboration, healthy competition, and peer learning among participants.

E-Banner

DAYANANDA SAGAR BUSINESS SCHOOL
Realising the Dream

INSTITUTION'S INNOVATION COUNCIL
(University of Education, India)

AICTE
Approved Institute

Ministry of Education
Government of India

POST GRADUATE DIPLOMA IN MANAGEMENT

(Approved by AICTE, Min. of Education, Govt. of India, New Delhi)

LOGO LAB

LOGO REDESIGN BATTLE 2026

6TH MAY 2026

SEMINAR HALL 2

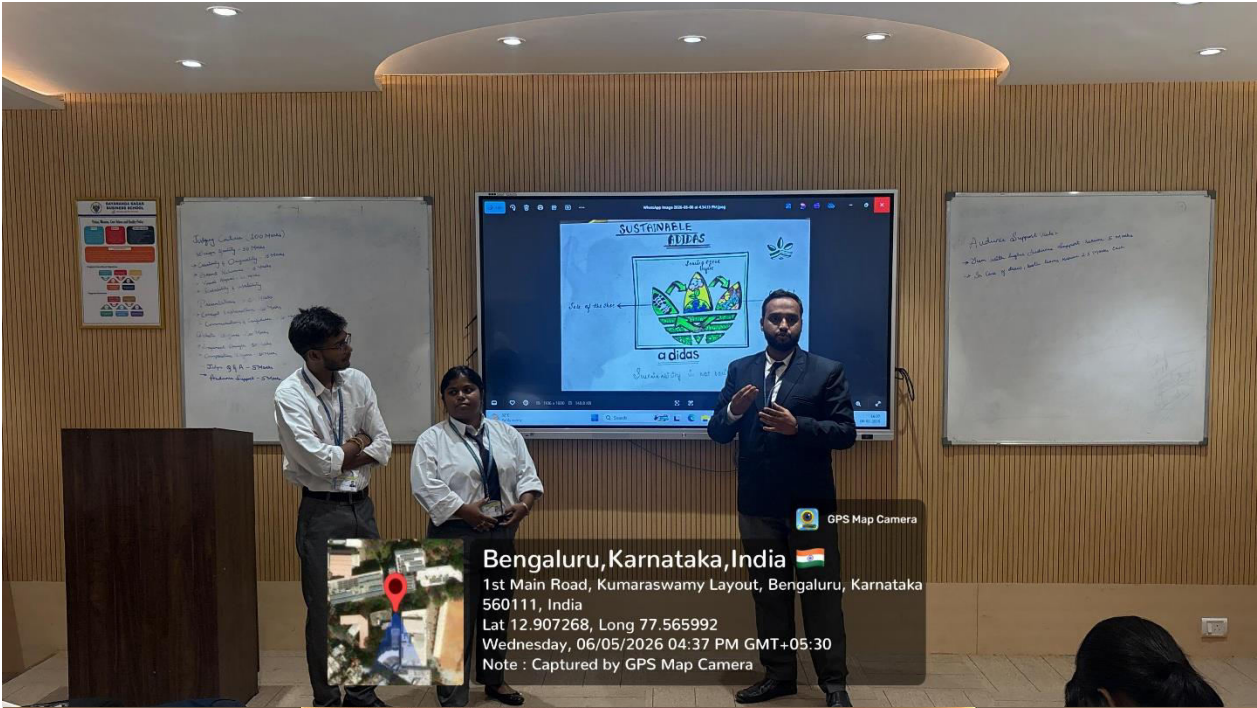
3:00 PM – 4:00 PM

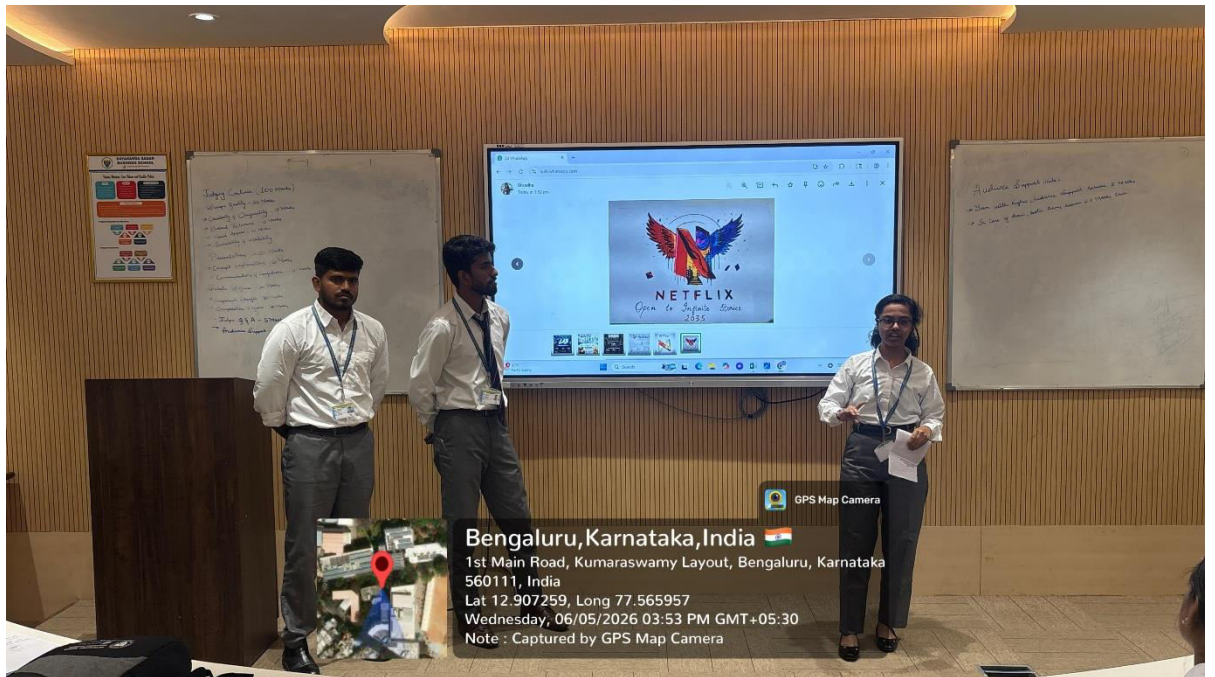
STUDENT COORDINATOR
PRAJWAL K VIJETHA NAYANA

FACULTY COORDINATOR
DR. KANCHAN G RAJPUT

DIRECTOR
DR. B.S. PATIL

Event Photographs





Bengaluru, Karnataka, India 🇮🇳
1st Main Road, Kumaraswamy Layout, Bengaluru, Karnataka
560111, India
Lat 12.907259, Long 77.565957
Wednesday, 06/05/2026 03:53 PM GMT+05:30
Note : Captured by GPS Map Camera



Bengaluru, Karnataka, India 🇮🇳
1st Main Road, Kumaraswamy Layout, Bengaluru, Karnataka
560111, India
Lat 12.907285, Long 77.565965
Wednesday, 06/05/2026 04:50 PM GMT+05:30
Note : Captured by GPS Map Camera

Event Co-Ordinator
Dr.Kanchan G. Rajput
Sr. Assistant Professor

Director
Dr.B.S.Patil
DSBS