

**Report on Logo & Brand Personality Identification Held on**  
**21.01.2022**

<b>Date of Event</b>	21st January'22
<b>Name and Type of Event</b>	Logo & Brand Personality Identification
<b>Conducted by</b>	Dr.Urvashi Thakur & Ms. Sonal Shrivastava
<b>No. Of Participant/s</b>	30

On 21<sup>st</sup> January, 2022 an event under Knowledge Manthan Saturday titled – **Logo & Brand Personality Identification** was organized by MBA department under the aegis of School of Commerce and Management, Arka Jain University. During the session, the students were quizzed on the brands of various companies and were updated on the history of logos of such companies. All the students took active interest in the event.

The session lasted for around 2 hours. The students were updated on the history of the designing of the logos. They discussed the reasons and factors that have been responsible for the designing of the logos. The companies which were a part of the presentation were CISCO, GOOGLE, SBI etc.

Each presentation was followed by question -answer session, which led to further clarity of the topic. The session was conducted under the guidance of two MBA faculty members, which ensured time-bound presentation, question -answer session and comprehensive discussion. The objective of the programme was to enable students to go beyond the books and be in the shoes of corporate managers and expand their knowledge horizon beyond books. Overall, the sessions were informative, knowledge bearing and allowed students to explore the concept of logo and brand personality.

The event was conducted by Prof. Sonal Shrivastava and Dr. Urvashi Thakur, Members of Department of MBA, School of Commerce and Management.

## Poster of the Event



## Screenshot of the Event

