In 2012, with the completion of 50 years since its inception, CEPT University initiated a process of reimagining and renewing of the institution. During discussions held as a part of this process, it was found that the existing logo of the university was unsuitable for future needs of the university. There were two primary reasons for this:

1. The logo was unsuitable for use in online and digital media
2. In the context of the reimagining and renewing exercise that was underway, a logo that would better project the new vision of the University was required.

Due to these reasons a new logo was created, in lieu of the old one, on the revamped CEPT Website. However as this generated considerable negative feedback, it was agreed that a logo competition would be held at an appropriate time to identify a new logo for the University.

The CEPT Logo Competition was announced on 17th January 2014. It was publicized through the CEPT Website and various other media. The competition was open for a month and entries were accepted till 17h February 2014 (or till 19th if sent by courier latest by 17th). A total of 58 entries were received out of which 21 were found invalid due to declared criteria. The jury considered the 37 valid entries for the award and selection of logo. The jury noted:

The jury found majority of designs to be unsatisfactory in their approach and did not befit the University's ethos. Only two entries generated sufficient interest and discussion within the jury panel.

Hence, based on their relative merit among the 37 valid entries, the jury decided to recognize the following entries as joint winners.

Joint Winning Entries -

No. 1101001000
Hriday Gami

No. 3339993331
Maulik Jepiwala

While two entries showed merit in comparison to the other valid entries, the Executive Council did not find any of the valid entries suitable to be used as the new Logo of CEPT University.

Hence, at their meeting on 11th March 2014, the Executive Council ratified the decision to appoint a professional Graphic Design consultant to design the new logo of CEPT University.

If you have any further questions, you may contact the Outreach Office of CEPT University at outreach@cept.ac.in

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Jury Members for the CEPT University Logo Competition

1.   Gauri Bharat
2.   Kamalika Bose
3.   Sachin Soni
4.   Jay Thakkar
5.   Snehal Nagarsheth