INNOVATHON
www.innovathonbits.ac.in
@2024

Innovathon is a forward-thinking *hackathon* designed to merge *innovation* and *technology* into a platform where students, professionals, and creators come together to solve real-world challenges. The event required a fresh and *modern brand identity* that reflected its spirit of creativity, collaboration, and *futuristic problem-solving*.

My role was to design the complete brand identity—from concept to execution—covering the logo, color palette, typography, visual system,

The brand needed to balance creativity and technology while being minimal yet powerful.

event collaterals, and digital presence.

Objectives

- Create a distinctive and memorable logo that symbolizes the essence of *innovation and hackathons.*
- Build a flexible *design system* that works across physical and digital touchpoints.
- Appeal to a *young, dynamic* audience while maintaining professionalism for corporate partners.
- Ensure *scalability* for future editions of the event.

Research & Insights

I started by studying:

Target audience: Students, innovators, entrepreneurs, and tech enthusiasts.

Competitor events: Hackathons and innovation summits often used generic tech visuals (circuits, light bulbs, gears). The challenge was to differentiate Innovathon with a bold and forward-looking identity.

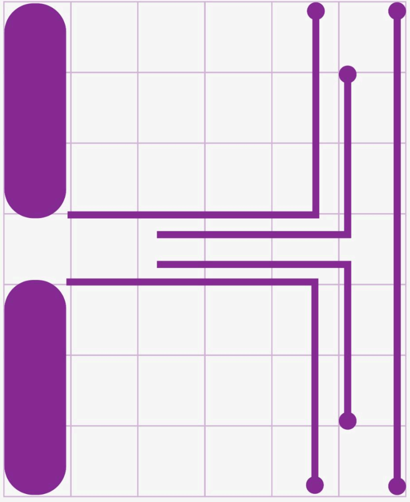
Core values: Innovation, collaboration, impact, technology, growth.

Primary Logo

Logo grid

A bold geometric wordmark combined with the “H+I” icon.

Simplified “H+I” mark for social icons, merchandise, and digital assets.

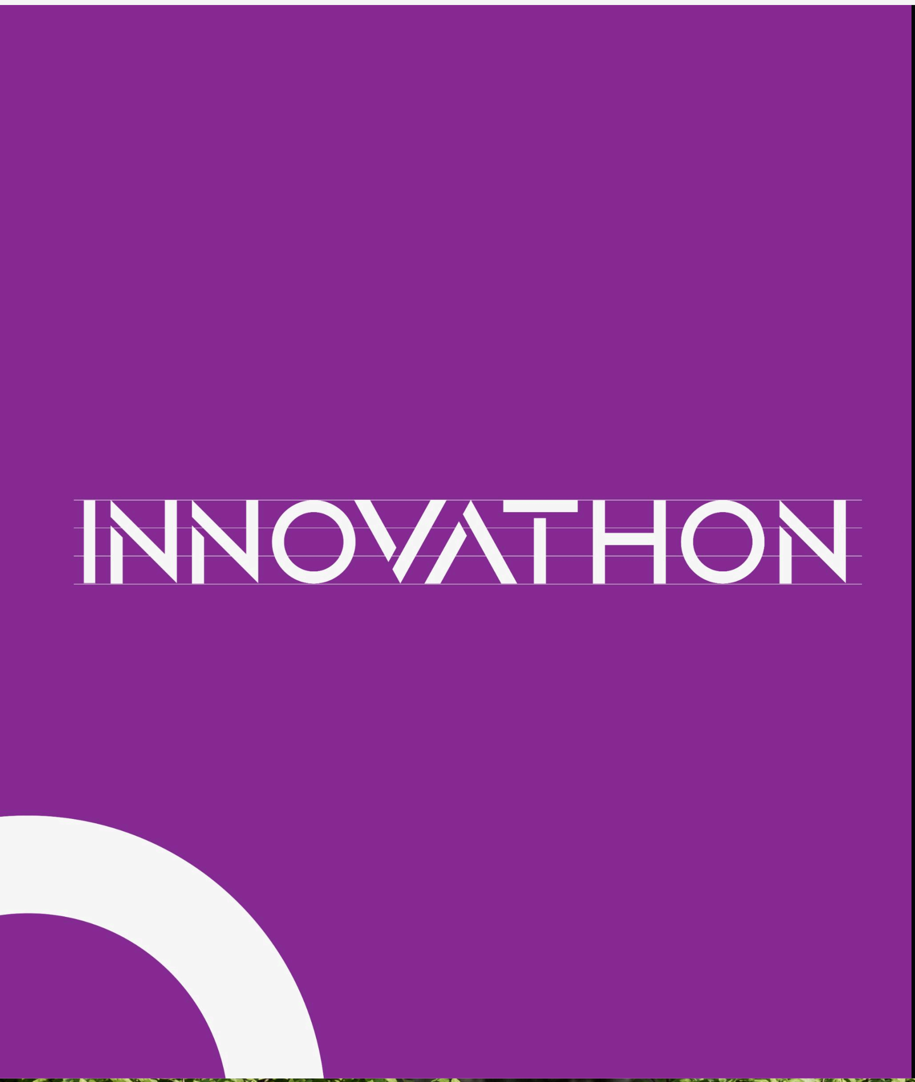


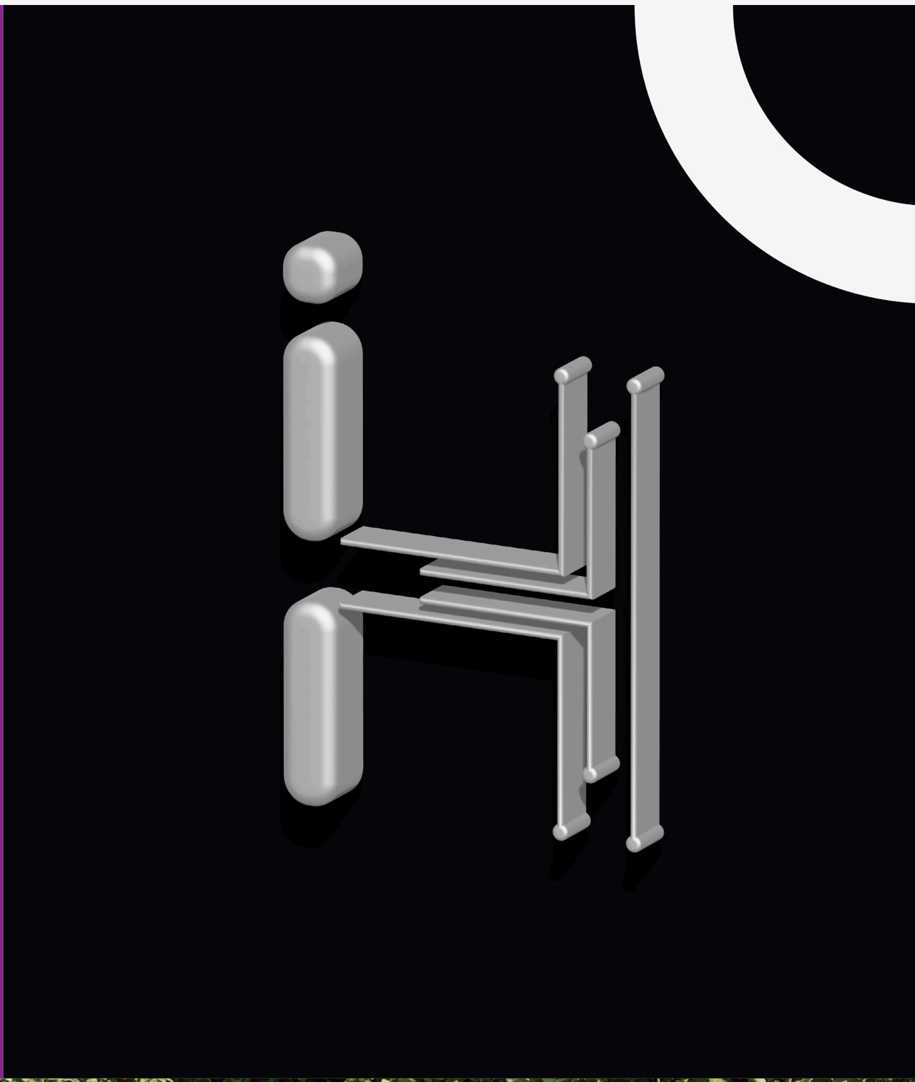
The logo is a fusion of the letters "H" (Hackathon) and "I" (Innovation), forming a symbolic mark that represents collaboration and breakthrough ideas. The design uses geometric forms to express structure and precision, while the overlapping shapes symbolize the merging of ideas and disciplines.

Design by Amit Mishra

NEXTLAYER LLP

@2024


INNOVATHON



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Fuel the spark that
starts every big idea.
Turn visions into
powerful realities.
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Turn visions into
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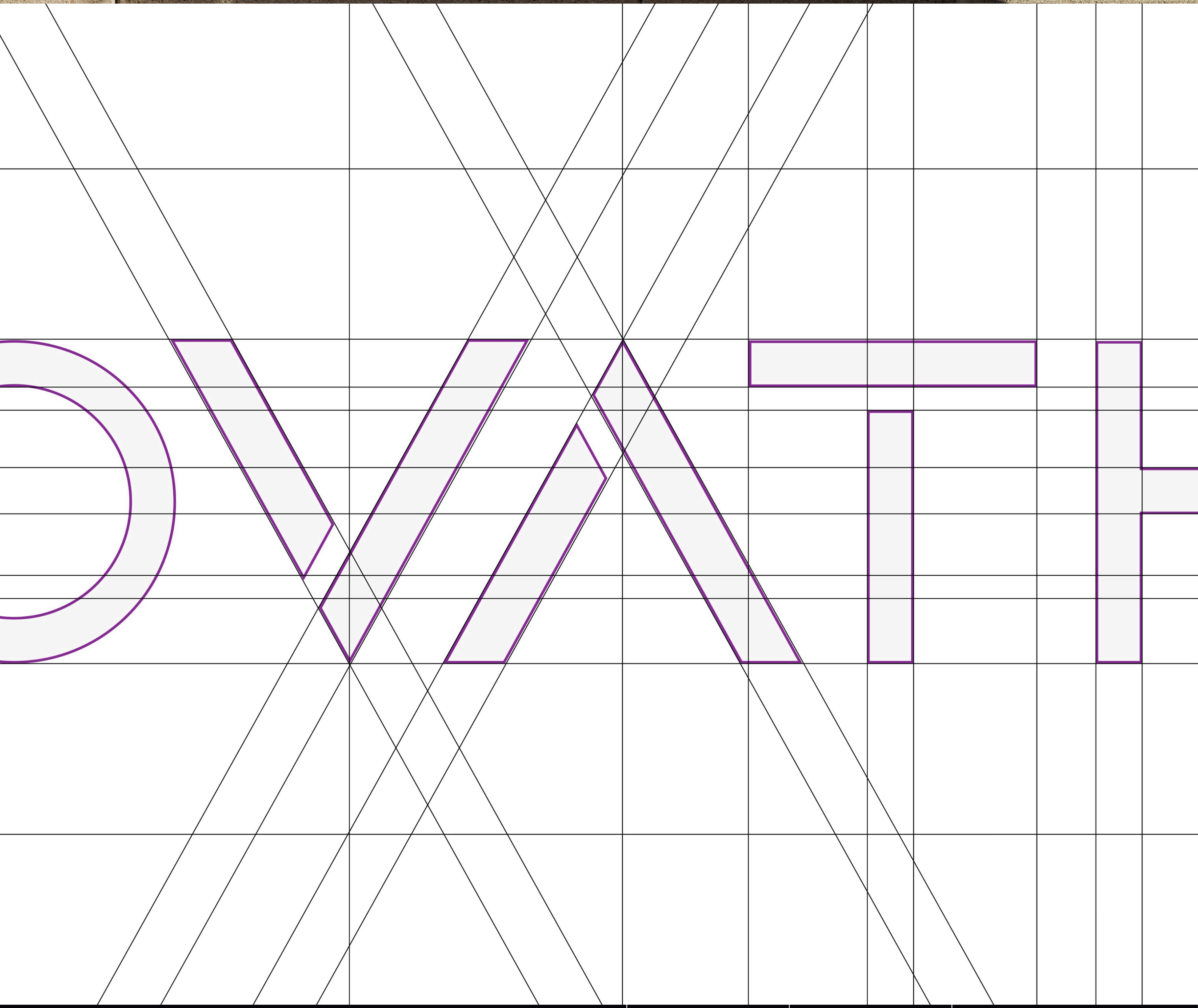
Turn visions into
powerful realities



Primary

Avant Garde BT

Grotesque Typeface

1970

5 Styles

Avant Garde Gothic is a geometric sans-serif typeface known for its bold, futuristic character. Its clean lines and circular forms make it perfect for headlines, logotypes, and impactful statements. For

Light

Medium

Bold

Innovathon, it represents modernity, technology, and bold creativity.

ABCDEFGHIJKLMNO
PQRSTUVWXYZabcd
efghijklmnopqrstuvw
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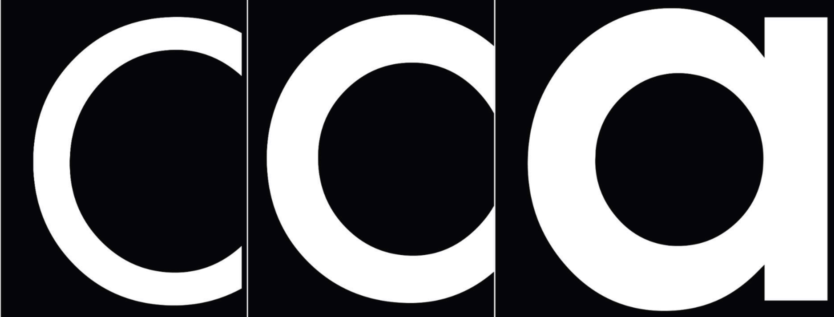

secondary

Caslon

Serif Typeface *1722* *Multiple Weights*

Caslon is a timeless serif typeface that balances modern boldness with traditional elegance. Its classic structure brings legibility and sophistication to the identity system. For Innovathon, Caslon is used in body text and supporting communication, providing contrast to Avant Garde.

ABCDEFGHIJKLMNO
PQRSTUVWXYZabcd
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%&*()

Book

Bold

INNOVATHON
2025
"Welcome to INNOVATHON 2025—a 36-hour journey of creativity, innovation, and collaboration. Challenge yourself, push boundaries, and be part of the revolution shaping the future of technology. Let your ideas take flight and make a lasting impact!"
DATE: 17TH-18TH JAN
VENUE
A-26 & A-27
K.P. SINGH'S HALL
BIT SINDRI
SCAN TO REGISTER
INNOVATE
CREATE
INSPIRE
Organizer
DEPARTMENT OF
PRODUCTION & INDUSTRIAL
ENGINEERING
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Design by Amit Mishra

NEXTLAYER LLP

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02

09090c

03

872b95

04

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05

2025
Team
Innovathon
Welcomes you
Inspire
Create
Innovate

Design by Amit Mishra

NEXTLAYER LLP

@2024

2025
Judges
Guest
2025
Parti
cipants

Design by Amit Mishra

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