



Inspiring Futures

Barking and Dagenham

Cultural Education Partnership

Logo Design Competition

The Barking and Dagenham Cultural Education Partnership need your help!

We are looking for students to create **two new logos** which best reflect the creative talent of the borough and allows the Cultural Education Partnership to better represent young people.

The first logo must be for **Inspiring Futures (the Barking and Dagenham CEP)** and the second logo must be for the **Inspire Festival**. The two logos must be closely linked in design.

We would like the logos to be simple, using no more than 4 colours and square or circular in format

Prizes

There are two age categories:

10's and under

11+ (maximum age 19)

For each age category there will be one overall winner and one runner up:

- First prize for both categories will be £100 voucher for the London Graphics Centre
- Second prize for both age categories will be £50 voucher for the London Graphics Centre.
- Plus additional prizes supported by CAMA.

The overall winning design will be adopted by the Cultural Education Partnership, be used on new roller banners, pin badges and all printed materials for marketing purposes!

The winner will work with a designer to ensure their final design works digitally and complies with council policy.

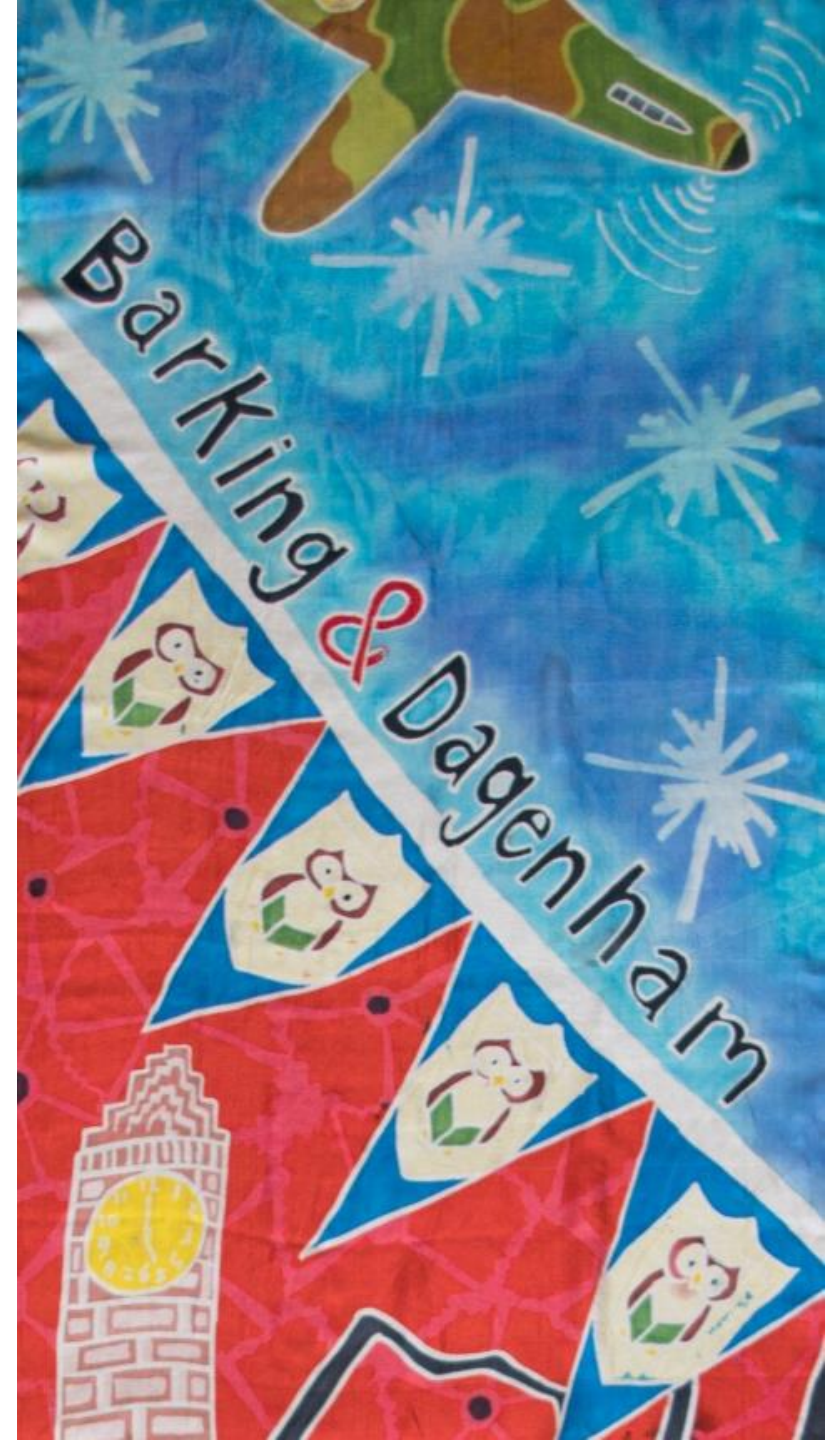
**The Deadline for
Submission is
5pm Monday 02
November 2020**

What is the Cultural Education Partnership?

The Cultural Education Partnership is managed by the council and we work with arts and heritage organisations to embed creative, artistic and cultural opportunities for every single young person in Barking and Dagenham.

Barking and Dagenham has the longest running CEP? Nationally there are over 100 Cultural Education Partnerships, supported by Arts Council England.

The CEP is changing... we are changing our name to Inspiring Futures to demonstrate that by participating in great creative opportunities it helps develop your skills, strengthens your confidence, challenges your abilities and opens your eyes to potential jobs in the Creative, Cultural and Digital Industries. It is also about having fun, enjoying something, strengthening your wellbeing and being part of a creative community.



The Current CEP Logo

This is the only logo that represents the CEP, and is the logo that we use for the Inspire Festival.



What we like about it:

- It is simple
- It is bold
- It uses the word 'inspire'
- It is graphic

What we think could be improved:

- It could be less...boring
- It could have more energy
- It could be more youthful
- It could be more representative of the CEP



How to design a logo and top tips

A logo is an image that symbolizes a business. Think about the target audience who your logo is trying to reach. Our key targets are:

Education Professionals headteachers, subject teachers and cultural leads in schools to ensure that they are aware of the support and opportunities available through the CEP.

Young People so they are aware of the opportunities to get involved, be inspired, have fun and for some access pathways into the Creative, Cultural and Digital Industries.

Parents who are able to know the creative and cultural opportunities available for their children and are informed about future career pathways.

Creative Professionals and Organisations who view Barking and Dagenham as a rich and exciting London borough to work in and deliver high quality opportunities with young people. The Local Council who value the work, support, and impact of the CEP.

Also consider the brand values. We consider the CEP values to be:

- Inclusivity
- Innovation
- Authentic/Genuine
- Creativity
- Youthfulness
- Accessibility

Did you know there are 7 different types of logos? Though they are all a combination of typography and images, each type of logo gives your brand a different feel.



1. Monogram logos

Monogram logos or lettermarks are logos that consist of letters, usually brand initials. **IBM, CNN, HP, HBO** are examples of the initialisms of famous businesses with lengthy names. With 2 or 3 words to remember, they have each turned to using their initials for brand-identification purposes.

A lettermark is a typography-based logo that is comprised of a few letters, usually a company's initials. The lettermark is all about simplicity. By utilising just a few letters lettermark logos are effective at streamlining any company brand if they have a long name.

2. Wordmark logos

Similar to a lettermark, a wordmark or logotype is a font-based logo that focuses on a business' name alone. Wordmark logos work really well when a company has a succinct and distinct name. Google's logo is a great example of this. The name itself is catchy and memorable so, when combined with strong typography, the logo helps create strong brand recognition.

Also, like with a lettermark logo, typography will be an important decision. You will want to pick a font, or create a font, that captures the essence of what the business does.

3. Pictorial mark

A pictorial mark (sometimes called brand mark or logo symbol) is an icon or graphic-based logo. It is probably the image that comes to mind when you think "logo": the iconic Apple logo, the Twitter bird for example. These logos are so emblematic, and each brand so established, that the mark alone is instantly recognizable.

The biggest thing to consider when deciding to go with a pictorial mark is what image to choose. You need to think about the broader implications of the image you choose: is it a play on words? Does it evoke deeper meanings? Does it evoke emotions?



4. Abstract mark

An abstract mark is a specific type of pictorial logo. Instead of being a recognizable image—like an apple or a bird—it's an abstract geometric form that represents the business. Like all logo symbols, abstract marks work really well because they condense the brand into a single image. However, instead of being restricted to a picture of something recognizable, abstract logos allow you to create something truly unique to represent the brand.

5. Mascots

Mascot logos are logos that involve an illustrated character. Often colorful, sometimes cartoonish, and most always fun, the mascot logo is a great way to create your very own brand spokesperson. Mascots are great for companies that want to create a wholesome atmosphere by appealing to families and children.

6. Combination mark

A combination mark is a logo comprised of a combined wordmark or lettermark and a pictorial mark, abstract mark, or mascot. The picture and text can be laid out side-by-side, stacked on top of each other, or integrated together to create an image.

Because a name is associated with the image, a combination mark is a versatile choice, with both the text and icon or mascot working together to reinforce your brand. With a combination mark, people will also begin to associate your name with your pictorial mark or mascot right away.

7. Emblems

An emblem logo consists of font inside a symbol or an icon; think badges, seals and crests. These logos tend to have a traditional appearance about them that can make a striking impact, thus they are often the go-to choice for many schools, organisations or government agencies. Because of their lean towards higher detail, and the fact that the name and symbol are rigidly entwined, they can be less versatile than other logos. An intricate emblem design won't be easy to replicate across all branding.



You need to design two logo's for the CEP and fill in the form to enter the competition

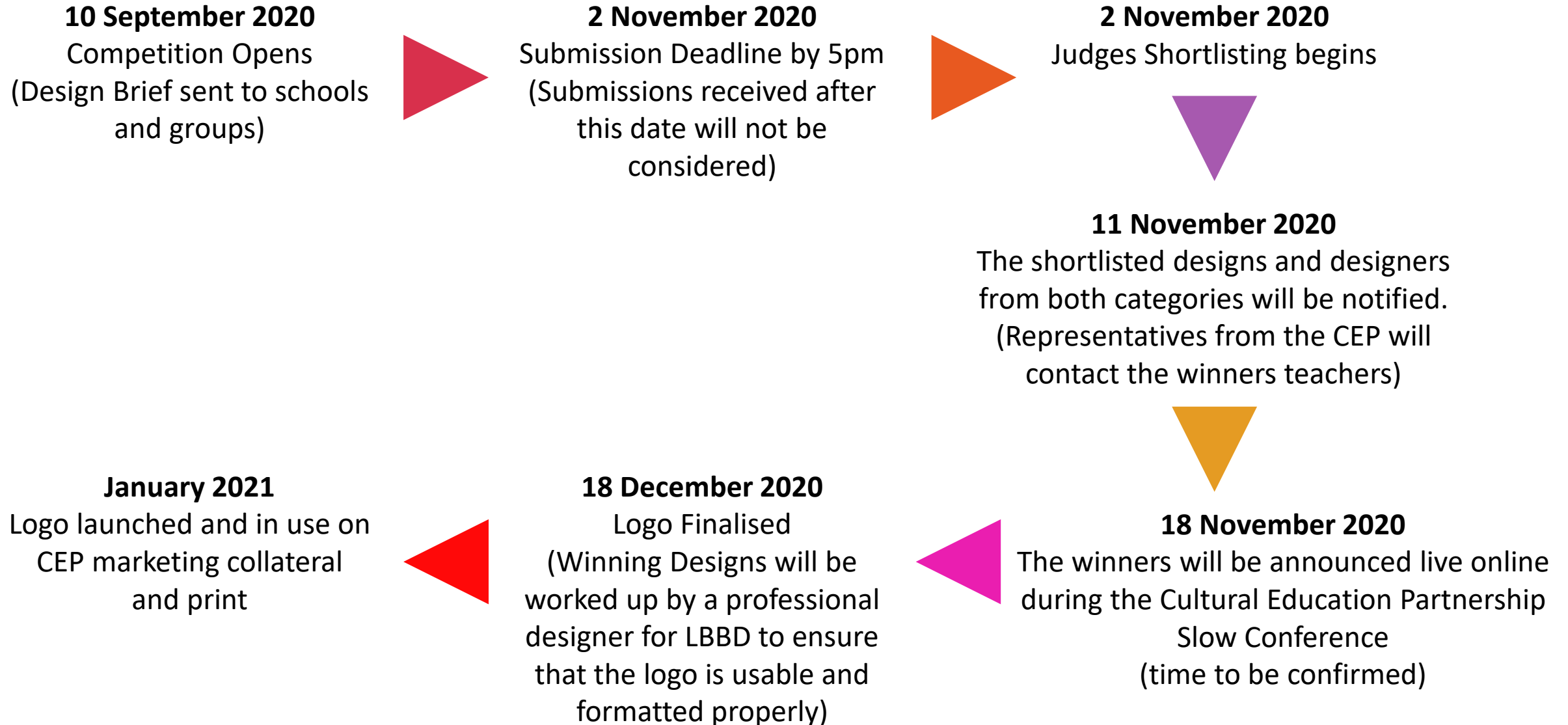
Logo Design Competition for The Barking and Dagenham Cultural Education Partnership

The diagram consists of a large rectangular frame. A horizontal line divides the frame into two equal halves. In the top half, centered horizontally, is a smaller rectangle containing the text "Design 1". In the bottom half, also centered horizontally, is another smaller rectangle containing the text "Design 2".

[illegible]

Submissions will not go forward to the judging panel without this information attached or included

Time Frame and Deadline



Good luck!