CUMBRIA CAREERS HUB

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LOCAL
ENTERPRISE
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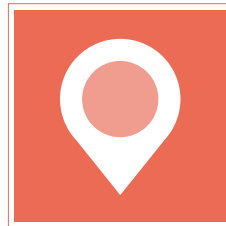ENTERPRISE
COMPANY

marick

Logo Design Competition!

Win £500 for your school and the chance to work with a professional design agency!

Cumbria is a great place to live and work, and plays a huge role in the UK:

Cumbrian economy generates £12 billion every year!

Cumbria has 47 million visitors every year

Cumbria is home to 500,000 people!

The population in Cumbria has rapidly decreased over the last 25 years, meaning that the amount of people working in this area has fallen too.

Cumbria Local Enterprise Partnership (Cumbria LEP) has launched a campaign called "Our Future" to celebrate the achievements and contributions of Cumbria's young people to demonstrate what fantastic career opportunities are available in Cumbria.

Working with their design agency, Marick Communications, Cumbria LEP and the Careers Hub has launched a logo design competition for year 9 students and want you to get involved.

The brief:

We want you to design a logo that links the "Our Future" campaign to careers activities in schools. The logo will be used to show when an activity relates to careers or to highlight the range of excellent careers opportunities available in Cumbria. Here's what you need to know about the design we need:

The target audience: Cumbria's students in secondary school education.
The purpose of the logo: The logo will be used in schools across Cumbria on any materials like leaflets, posters, and in lessons to clearly show that this is a careers related activity.
What are we looking for: We are looking for you to design a logo. The logo you design should be bold, simple and memorable, **it needs to stand out.** We want you to design something unique and creative to help define this unique campaign - be open minded and show us something unexpected!

You should also send with your logo a rationale (a summary describing the idea behind your logo and why it meets the brief). Explain how and why you chose your design to look how it does, 1 paragraph at least!

The musts: Your logo design must include the 'Our Future' campaign name somewhere within your design.
Shape: The logo can be any shape you like.
Size: The logo will be added to documents so make sure you can see all elements of the logo when up/down scaled.
Format: Your logo can be designed using a computer design tool or hand drawn and submitted on an A4 page.
Submit your entry: Send your entry (logo design and supporting information) by email: **hello@marickpartners.co.uk** or by post to **Marick Communications, 18 Modwen Road, Waters Edge Business Park, Salford Quays M5 3EZ.**
Entries close 31.03.2022!

Need help? Email: hello@marickpartners.co.uk We will be more than happy to answer any of your questions!

What is the Our Future campaign?

The Our Future campaign is a campaign aimed at celebrating the achievements and contributions of Cumbria's young people. Demonstrating what fantastic education and career opportunities are available in Cumbria.

More information is available here: https://www.thecumbrialep.co.uk/young-people-careers-in-cumbria/

Help and Guidance for designing a logo:

How to design your logo:
Step 1: Research

Who is "Our Future?" Start by asking yourself some of these questions and doing some research. Mind maps are a great way to brainstorm ideas - you can use them to map out potential, styles, colours, fonts and themes.

Who is the target audience? What styles and trends are popular with them?
How formal/ informal is the brand? Should it be fun and playful or strict and formal?
What does Cumbria LEP and the Cumbria Careers Hub do? Find out everything you can about them.
What is the logo aiming to do? What needs to be achieved with this logo – what do you want the audience to think and feel when they see it?

Step 2: Development
Say a lot, by showing a little.

When you get a design brief you sometimes think of an idea straight away which is great… sometimes it can take a little bit longer and that's fine too!

It's always a good idea to explore multiple avenues with your logo and come up with a variety of different concepts, some might be purely typographic (using words only), others may be image based, others could even be a mix of both. Experimenting with ideas helps you to explore what design solutions may be more/less effective with your target audience.

In the design process always refer back to your research – at the end of the day your logo needs to tell a story of what it is trying to represent. A logo should attract the key target audience, all through its use of colour, typography, imagery and composition. It's safe to say that there is a lot a logo should say, but some of the best logos say a lot with the most simplistic designs. Often the more simplistic a logo is the better, people are more likely to remember and recognise a bold, simple and iconic logo in comparison to a more complicated one.

Here's some examples of successful simplistic logos... you might recognise them yourself!

Typography is just as important as imagery, a company targeting an older wealthy target audience might choose a font that is smart or *elegant*. Whereas a company targeting a younger teenage audience might use something more SIMPLISTIC and **modern.**

Step 3: Test your logo
Experiment, edit and enter!

Once you have developed your logo and concept it's time to test! This can be a daunting stage of the design process, but is also one of the most important. To see how bold and recognisable your logo is try looking at it from a distance, stick it to a wall or get someone to hold it and look at it from 5 steps, 10 steps and 15 steps away and ask the following questions:

- Is it still recognisable (if no how can you make it stronger)?
- Can you read any important text such as the brand name?
- Does it align with the brief and with the "Our future" campaign?

Then ask your target audience what they think. Your logos ultimate aim is to draw them in and catch their attention, so see what they think and if it works. You could ask them questions like:

- What do you think the company associated with this logo does?
- Who do you think the target audience is?
- Is this a logo you would remember?
- Why does this logo stand out to you?
- Is there anything you think would make this logo even better?

From the answers you receive you can make final tweaks to align with the most popular views and opinions from the people you questioned to give your logo those last few tweaks. Once you have designed your logo draw up your final design online or on paper and submit it for us to review.

We cant wait to see all of your wonderful designs!

Prizes:

There will be 3 categories for prizes:

- The school with the winning entry will be awarded £500 to be spent on careers related resources.
- The school who submits the most entries will win £100 for careers related resources.
- The winning student and 2 runners up will win prizes donated by the LEP.
- Finally the winning student will then work with Marick Communications to professionally produce their logo and will be involved in the publicity to launch the new logo.

Useful Links:

Don't forget the importance of research!

We have a few links that might help you on your way to designing a great logo!

Discover Cumbria LEP:
A bit of background information:
https://www.thecumbrialep.co.uk/young-people-careers-in-cumbria/

What not to do:
The Apprentice Seaquility logo fail:
https://www.newsbreak.com/news/2479368565834/the-apprentice-viewers-mock-bizarre-cruise-ship-logo-if-coronavirus-was-a-logo

Stories behind iconic logos:
Logo success stories:
https://www.youtube.com/watch?v=twxyXWCcpRs

Colour:
Colour theory & harmonies:
https://www.youtube.com/watch?v=Yel6Wqn4I78

Colours (colour scheme generator):
https://coolors.co/1d1e18-6b8f71-aad2ba-d9fff5-b9f5d8

Logo designing tips:
Tone of voice:
https://vm.tiktok.com/ZML8ccCrR/

Top tips:
https://vm.tiktok.com/ZML8379e1/

Don't forget to submit before the deadline: **31.03.2022!**

Include your name and school on your submission.

Most importantly... Have fun! We can't wait to see what you create!

Good luck!