

2. Who's the target audience?

ALL Women

3. Where will we use it?

On all digital and print materials.

The new logo must be "responsive" - <https://www.adozeneggs.co.uk/insights/what-is-a-responsive-logo/>, which means taking into consideration the following:

- The logo needs to be **scalable** so when used on a small item (e.g. a pen) it has to be clear and retain all its original features.
- Think about the **colour palette** – monochrome v many colours – e.g. when creating branded merchandise, using a monochrome logo is more cost effective than using a full colour logo.
- The new logo needs to work as a **stand-alone icon** that can be easily used on social media and can be easily recognisable and associated with Nottingham Women's Centre.

Keep it simple – Often the best logos are the simplest ones

Make it memorable and easily recognisable

Make it look effective both in colour and in black and white

Do I have to be a graphic designer to enter?

Absolutely not!

This competition is open to everyone regardless of their skills or access to design software.*

Whether you have design experience or not please feel free to enter – above all we are looking for great ideas and concepts. Designs as PDF, PSD or AI are preferable but equally you can submit a drawing if you have no access to design software.

The winning design will be translated by a local design agency into a logo that will be used by Nottingham Women's Centre going forward. We reserve the right to adjust it slightly to ensure its effective use in both print and digital.

Prizes

The winner will have a choice of prize to include:

- vouchers of your choice to the value of £50
- 1 week work experience at a Nottingham based design agency www.studioarenton.com * (some experience with Illustrator, InDesign, and Photoshop is recommended if you choose this prize)

Timeline

Dates

Summer 2019

31st October 2019

1st November – 7th November 2019

No later than 8th November 2019

Action

Competition Launches

Competition closes - all designs to be submitted to NWC by COP on the 31st October

Judging process

Winner announced

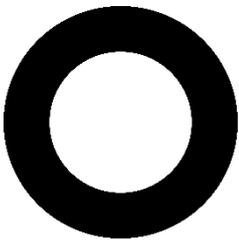
Rules

The following rules are designed to make the logo competition as clear and fair as possible.

- All designs must be original.
- All designs must be received by COP on the 31st October. Designs received after this date will not be considered.
- Format – preferably PDF and PSD (Photoshop) or AI (Illustrator); if you don't have access to design software, we will accept a drawing.
- Judging process – A judging panel consisting of a range of stakeholders: NWC staff, board, volunteers, service users, partners and supporters will choose a winner.
- The winning design becomes a property of Nottingham Women's Centre.
- Decisions made by the judging panels are final.
- Please submit your design to aga@nottinghamwomenscentre.com, if necessary please use WeTransfer.com to send your files.

Thank You to www.studiorenton.com for supporting the competition

Studio Renton



We're a full-service design studio. We create powerful branding, develop innovative websites, build engaging apps and produce digital and print content for clients all over the globe.