

Flat Holm Society Logo Design Competition 2014

At our March committee meeting, we decided a Society rebrand was in order. This starts with a new logo. So, if you would like to exercise your imagination, this competition is for you. You don't need specialist design skills, just a great idea. Please read very carefully the specification and terms and conditions before you start.

Logo specification

This is what we are looking for:

- A distinctive logo which fits either a circle or square shape.
- The logo (or a part of it) should be recognisable on a small as well as a large scale.
- The logo should work in both colour, and black and white. Preferably it should be adaptable into different colours too.
- The logo should be a drawing or a design, not a photo.
- The logo must be original: do not copy or borrow online images or designs. Please note that we are not looking for a coat of arms.
- Whether you include text is up to you; however, if you incorporate text, please use a font which is in the public domain.
- The logo should tell a story connected with the island – which story is up to you!
- You don't have to present your proposed logo as a Photoshop or even a digital file: a clear drawing will do. There are several Committee and Society members who can do any necessary artwork to convert your logo into a digital image.
- If you want to include colours, and you know how to specify these digitally using hex, RGB or CMYK codes, great! Don't worry if you can't provide the codes; just give a general indication of the colours you want.

Inspiration

Here are some links to highly successful commercial and charity logos to get you thinking.

Commercial logos

- [The Body Shop](#)
- [Shell](#)
- [Channel 4](#)
- [BBC](#)
- [MacDonalds](#) (love it or hate it, it's recognisable!)

Charity logos

- [RSPB](#)
- [Kenneth Allsop Memorial Trust](#) (Steep Holm)
- [The Newport Ship](#)
- [National Trust](#)
- [Sport Relief](#)
- The current Flat Holm Society clothing logo (the graphic is from the Cardiff Council Flat Holm Project with the lettering altered).



Competition terms and conditions

- The competition is open to anybody, regardless of age or whether you are a Flat Holm Society member. If you are under 16, you will need your parents' consent to enter.
- Only one entry per person.
- The competition prize is a free trip to the island plus a year's free membership of The Flat Holm Society. There is no separate financial reward for winning the competition; however, the winner's name will be acknowledged where appropriate.
- The Society Committee will short-list and vote on the winning logo plus two runners-up.
- The winning logo will be displayed on our website, along with the runners up.
- While we hope the competition will produce a viable new logo, the Society does reserve the right to decide whether or not to use the winning entry in future publicity.

Submitting your entry

- The deadline for entries is: **31st July 2014**
- Entries should include a full postal address and contact details.
- Entries should be sent by:
 - Email to: pb.sampson@ntlworld.com
 - or
 - Post to: Mr. Peter Sampson, Sunnymead, 32 Coldbrook Road East, Barry CF63 2NG

Good luck, and we eagerly anticipate looking through the competition entries!

Peter Sampson
Chair, Flat Holm Society Committee
1st May 2014