



Creative Brief

Design a logo for a new campaign and win stuff!

Client: Living Streets (find out more about us at www.livingstreets.org.uk)
Project: Design a name and logo for our new Walk to Secondary School campaign
Deadline: Midnight on Friday 27th June 2008

Task

We need a logo and a name for our campaign to get more secondary school students walking all or part of their journey to school. At the moment our website is: www.HowCanWeGetLotsOfTeenagersToWalkToSchool.com which is a terrible name for the campaign - can you think of a better one?

Background

Think about why walking to school is a good idea. **Can you create a logo and campaign name that will help convince your friends that walking to school can be easy, fun and cool?**

Our top reasons are:

It's healthier, It's relaxing, You can take time for yourself, or plan your school work
You can chat with your friends, You don't have to rely on a parent to give you a lift
You can do your bit to save the planet

No doubt you can come up with loads more better ones...

A Few More Details...

We want a new campaign name that each school could personalise if they wanted to. For instance, 'Walking Rules' would work, because different schools could add their name, for example: 'Walking Rules to St Trinian's School'. You DON'T have to have the word 'walk' or 'walking' in the name, if you don't want to, and it doesn't have to rhyme either!

The age of your target audience is 13 to 16. The logo and name should appeal to boys AND girls.

You can enter just a name OR a name and a logo. Maybe the name and the logo will be part of one single design? That's good too.

You can draw your logo on paper or on a computer. If you draw your logo on paper, you will need to take a digital photo or scan it, to enter the competition. Make sure the file you create is not bigger than 500KB (ask a teacher to help with this if you need to) and have a look at the entry form on the website too.

Don't worry about perfect artwork- we are more interested in a good idea. Professional designers will work on the winning design, once it has been chosen.

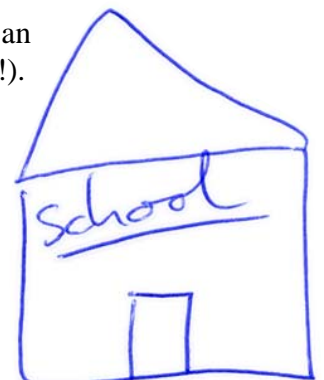
Prizes:

The important bit! The winner can choose their prize up to a value of £200, something like an Ipod, Nintendo DS, Digital Camera, that sort of thing (we can't give you cash, so don't ask!). We'll also give the winner's school some equipment to use in the classroom.

How Do I Enter?

Go to the website: www.HowCanWeGetLotsOfTeenagersToWalkToSchool.com

Fill out the entry form and follow the instructions to upload your logo. Good Luck!



www.HowCanWeGetLotsOfTeenagersToWalkToSchool.com



Stuff to think about...

Rules, information we will need
with your entry, other bits and bobs



We need to know...

When you enter the competition, we will ask you a couple of questions which you need to think about as you design your logo:

1. We need to know the names of any fonts you may use in your design - so (if you win) our designers can accurately duplicate your design
2. We need you to think about the five words that best describe the feeling you are trying to get with your name and design. You will need to pick from the following words:

| | | | | | |
|-------------------|-----------------|---------------------|--------------------|-------------------|----------------------|
| <i>Clean</i> | <i>Solid</i> | <i>Punk</i> | <i>Sexy</i> | <i>Healthy</i> | <i>Intense</i> |
| <i>Shocking</i> | <i>Metal</i> | <i>Professional</i> | <i>Eye opening</i> | <i>Soft</i> | <i>Manga</i> |
| <i>Happy</i> | <i>Slick</i> | <i>Urban</i> | <i>Phat</i> | <i>Emo</i> | <i>Environmental</i> |
| <i>Edgy</i> | <i>Street</i> | <i>Goth</i> | <i>Spiky</i> | <i>Vibrant</i> | <i>Cute</i> |
| <i>Rebellious</i> | <i>Hip Hop</i> | <i>Cuddly</i> | <i>Cool</i> | <i>Aggressive</i> | <i>Alternative</i> |
| <i>Indie</i> | <i>Smooth</i> | <i>Simple</i> | <i>Rock</i> | <i>Angular</i> | <i>Sophisticated</i> |
| <i>Excited</i> | <i>Soothing</i> | <i>Sick</i> | <i>Chilled</i> | | |

Terms and Conditions - dull but important!

You can read all the terms and conditions on the website, but the main ones you need to be aware of are:

You must be aged between 11 and 17 on 27th June 2008, and you must attend a school in England.

The design must be all your own work, and must not use any copyrighted content. For instance, you must draw the design yourself, or if you use photos they must have been taken by you. We may choose to exclude entries without telling you why, but these are most likely to be entries that are rude, potentially embarrassing or infringe copyright.

If you use commercial fonts, you must let us know what they are called, and we must be able to get hold of them.

We will discuss the prize with the winners, but reserve the right to decline any prize suggestion and ask the winner to choose from a shortlist of prizes. We don't mind buying equipment, but we don't want to pay for fake tan!

Once you have submitted your entry, it becomes our property. We may choose to exhibit it or use it however we like.

The judge's decision is final.

Who are we?

Living Streets (The Pedestrians Association) is a Company Limited by Guarantee (England & Wales), Company Registration No. 5368409 Registered Charity No. 1108448. Registered office 31-33 Bondway, London, SW8 1SJ.



Living Streets' national Walk to School (Secondary) campaign is part of a portfolio of projects being delivered by a Consortium of the leading walking cycling and health organisations and funded through the Big Lottery Fund's Wellbeing Programme.