



# Kent Community Rail Partnership Logo Competition



**Kent CRP are launching a new logo competition**

**First prize: £100 Amazon Voucher**

**Runner up prize: £50 Amazon Voucher**

The winning design will be used as the new Kent Downs Logo. It may be modified to combine ideas from other designs, before being professionally produced to use on our website and publicity materials for the Kent Downs Line.

## **Logo brief:**

- Our new line colour will be dark blue
- It needs to represent the area the line runs through (Ashford to Otford)
- The style of the logo will need to work alongside our existing logos shown at the top of the page

## **Submitting your entry:**

Entries can be photos of your design, scanned images of your entry form or created on a computer.

- Closing date is **23rd November 2020**
- Please send your entries to [kentcrp@sustrans.org.uk](mailto:kentcrp@sustrans.org.uk)
- Include your **name** and **email address** so we can contact you if you win
- If you are under 18 please ask an adult to submit your design using their email address.
- If you are at a school or college please submit entries through your class teacher.

**We look forward to you taking part in this competition. Good luck.**

Visit our website for more information about Kent Community Rail Partnership: <https://kentcrp.org>

# Designing a Logo

Your task is to design a brand new logo for the Kent Community Rail Partnership

## Things to consider:

- A logo needs to be eye catching and easily recognisable. Can you Name these famous logos?



- 
- Think carefully about the colours you choose. Currently the Medway Valley Line and Swale Rail Line are orange, white and blue. The Kent Downs Line Logo will be a dark blue.
  - Think about your lettering. Is it easy to read?
  - Sometimes logos have a shape outline.



- Does the logo clearly represent the Kent Downs?

## School/College Entry Form

- Our new line colour is dark blue
- The logo needs to represent the area the line runs through. (Ashford International to Otford)
- The design will need to work along side our Kent Community Rail Partnership logo, our Medway Valley Line logo and our Swale Rail logo

**First name:**

**Class :**

**School/College:**

**Teacher/Tutor/Adult email address:**