

Checklist for setting logo and artwork competitions

Before you launch your competition, you need to provide some design guidelines for entrants to work to. Work through the following checklist to help you create a project-specific brief.

Ask your entrants to:

- Create their design on white A4 size paper
- Create a strong memorable image with the needs of service users in mind
- Use bold colours
- Remind them a well designed logo should be able to be printed in black and white, two colour or full colour options
- Acknowledge an agreement of copyright to Rotherham PCT

Advise entrants that:

- No artwork submitted can be returned
- The judge(s) decisions is final
- Deadline for entries is (insert date)
- Judging will take place (insert date)
- Winners will be notified by (insert date)
- Winners will be notified by (insert format – i.e. email, letter, telephone)

This information is not to tell entrants what to create, leave that to their imaginations. However, if the brief you set is followed, judging the entries will be an easier process and the winning selections should be viable to reproduce en mass.

By following the guidelines, it will enable Creative media Services to easily reproduce and print the winning artwork.



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