Cricket4London: School/College Logo Design Competition Brief.

Task:

Create a logo for a new major programme that will bring sport and physical activity to communities across London.

Background:

London is known for its vibrant and diverse multi-cultural population, however many of these communities have limited access to sport and miss out on the benefits sport can have on mental and physical health as well as providing opportunities to connect with people who they may otherwise not engage with.

Most people see cricket as dull and 'not a sport for me', but contrary to popular opinion cricket is played in a variety of different, exciting formats that can be played in many urban locations and enjoys a broader audience than other sports.

Cricket4London is the first ever collaborative initiative from London's professional cricket clubs of Essex, Kent, Middlesex and Surrey to create a high-profile accessibility-focused program that provides easy-to-join cricket games and activities to young people across London.

(See video for examples: CRICKET4LONDON VIDEO - YouTube)

Target audience:
The programme will include young people from 5 up to young adults of 21. But the key target for your design is the 11 to 18 yrs group. The logo needs to be non gender specific appropriate for all ethnic and economic backgrounds, and abilities.

Our secondary audience are people who will help support, enable and deliver. From parents/guardians, teachers, The Mayor of London to potential big brand sponsors.

Tone of voice:
Modern, exciting, and fun. Not the traditional stuffy imagery you expect from cricket.

Proposition:

Cricket is the best way to get young Londoners active.

Considerations:

- Cricket4London is the brand. It can be represented in the following ways – C4LDN or C4L, or Cricket4LDN or Cricket4London. The entry to either be a single brand representation, or a number of the brands around a cohesive theme.
  The inclusion of the 4 is intentional as it represents the 4 county cricket clubs working together on this programme. London can be abbreviated to LDN or L.
- To work across a wide range of media. On merchandise, posters, news coverage, digital and social media.
  Entry to be in full colour or black and white but must be able to be scalable to single colour

and white out. Be careful, not too many colours and too complex as it must work in small sizes on a mobile.
- This is a major activity for London, that will receive mainstream media coverage, so it must appear professional and have substance.
- Think about type and design styles that will last for 10 years.

Entries:

- Please provide the logo design, plus a short paragraph to explain the thinking.

- The full assignment and design copyright will be owned by the organisation who the submission was submitted to.

- Please include just the logo and brand name in the entry. No tag line, strap line, or equivalent is required.

- No use of logos, or components of logos, or branding from the four counties. The logo must also not be a replica or breach copyright of existing brands and logos. (Where entries accidentally use copyright components from other brands and logos, they will not be used in final logo – regardless of outcome of competition)

- The entries will be invited in a single page PDF, JPEG, PNG, PPT/Keynote, or PSD format. We are looking for the best idea and concept for the logo, so the design work does not need to be fully finished, drawn design work is equally welcome. To help the organisers your file saving title should be as follows: *C4Llogo college/school name submission number xx*

- Individuals, teams, colleges, schools are not limited to the number of applications.

Judges:

1. One club CEO.

2. An additional Lead/Director from each county in either a Communication, Marketing, Brand role.

3. Richard Ellis from IPG and

4. Dani Smith. Dani is a Design Director at FutureBrand (a leading design agency). Dani was heavily involved in the design work for The Hundred https://www.futurebrand.com/news/2022/the-power-of-sports-branding-in-uniting-a-nation

Winners and Prizes:

- 4 finalists, one from each county.

- Each of the 4 County winners will be invited to spend a working day with the Comms and Design Teams from their local County Club, plus event tickets and club merchandise.

- The overall winner will have a refinement process of 1 day with Futurebrand plus 4 days working alongside County and C4LDN workforce for design development days

Additional Awards:

- Each county may provide social media coverage for the winner and their institution of representation – depending on outcomes of copyright checks. (IE xxx from yyy college in zzz, London), perhaps a storytelling video with coverage in the future?)

- Counties will decide their own runners up, where deemed appropriate.
- Bespoke feedback on shortlisted entries from county comms team may also be provided by local county club.

How to submit:

Submissions must be made by Midnight on Monday 6th February 2023. Entries after this time will not be counted.

Submit your entry to: *Participation@middlesexccc.com*

We will send you a response upon receiving your submission.

(Please check your junk for this. If you do not receive this, then please check the email address on your submission)

The winner from each county will be announced in the w/c Feb 13th.

Further questions:

Any further questions should be directed to your local county contact via your institution to: *Participation@middlesexccc.com*

Competition Timings:

Entry Deadline: All entries submitted by midnight on 6th February 2023.

Other Competition dates*:

Jan 20th. Competition Launched

w/c 6th Feb

4 county winners contacted with 1 overall winner selected.

w/c Feb 13th
Winner publicly announced.

w/c Feb 20th
Written feedback provided to selected institutions and individuals.

Feb 28th
Cricket4London and logo launch event.

Dates are subject to change without communication if deemed necessary.