# Competition

We are running a competition to create new branding for a major Kent-wide education campaign. Would you like to see your work become the brand used on a campaign to make education, skills, and training options better for the 16‑19 sector in Kent AND win a fantastic work placement[[1]](#footnote-2) in a relevant field?

Throughout the Summer Term in 2021 we reviewed what is available in Kent after Year 11 and made recommendations based on our fieldwork in the Autumn of 2021. We are committed to making the education, skills, and training opportunities the best they can be for children and young people living, working, and gaining their education in Kent.

We are calling out to our young designers and creatives to design us a brand for this work, helping us to provide a recognisable logo to work under and launch our activities. If you would like to see your design used across Kent and create this dynamic branding for us, please see the terms of the competition below and submit your final designs to [pathwaysforall@kent.gov.uk](mailto:pathwaysforall@kent.gov.uk) by Friday, 21 April 2023 for entry into the competition.

Judging will be by Pathways for All Strategic Partner members, the work base offering the placement, and the Creative Services Manager of Kent County Council’s Marketing and Resident Experience Team.

Our winning entrant will be notified on 12 May 2023, see their graphics on promotional material soon after and win a fantastic work placement1 in a relevant field.

Please see terms and conditions and full details of the competition below.

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| **Kent County Council Directorate:**  **Children, Young People and Education** | **Contact:**  **pathwaysforall@kent.gov.uk** |
| **Project/campaign name:**  **Pathways for All** | **Date(s) to run:**  **9 February 2023 to 21 April 2023** |
| **Date Competition Closes:**  **21 April 2023** | **Date brief supplied:**  **9 February 2023** |

**Background:**

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| Kent’s 16-19 education system is diverse and complex. It includes selective, non-selective and special schools, colleges, apprenticeships, and independent training providers. The offer includes the new T-Levels alongside the standard range of qualifications, and we are a world leader in delivering the International Baccalaureate. This wide offer and the range of providers creates both challenges and opportunities. Kent County Council values education and there is strong political commitment to driving improvement.  Our review makes clear that we need to:  • Make a concerted effort to improve the outcomes for young people from our post-16 provision  • Raise young people’s aspirations through more effective careers’ education, information, advice, and guidance  • Ensure that those who influence young people are informed about the options available to them, and more understanding and supportive of the choices young people make  • Enable a wider range of provision to be locally accessible  • Improve provision below Level 2 and provide good pathways into further learning at higher levels  • Support young people’s mental health  • Take the opportunity to learn lessons from the pandemic. However, Kent is a diverse county.  One size will not fit all, and no organisation has the statutory powers or resources to produce the necessary changes on its own. It is only by working together that we will make progress. Collaboration, locally and cross-county, must therefore be at the heart of what we do.  We will undertake all this work under the banner of “Pathways for All”. |

**Brand aims and objectives:**

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| We want the Pathways for All activity to be recognisable under its own identity. We are a collective partnership, all 16-19 education, skills, and training providers have equal input to the programme, and we want an individual and unique brand and logo.   * **A logo design** * Must display the brand name * Clear and simple logo (can be reversed out of a colour) * Landscape and portrait versions * Designed for use in small formats i.e. social media and large i.e. posters * Font family: from google fonts, adobe fonts, etc * Colour palette:max 5 colours * **A PowerPoint template** that includes the logo and supplies a recognisable branding for Pathways for All * Please present your brand pack on an A4 page and PowerPoint slide. If you think it helps your entry, please include how your logo would look on a portrait poster and a social media post 1080px x 1080px |

**Who is the brand for:**

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| Education, Skills and Training providers delivering in the 16-19 sector, including charity and voluntary organisations  Parents and Carers  Local Authority Staff / Departments  Local Kent Commerce, Kent Businesses / Traineeship, Internship, Apprenticeship providers |

**Brand attributes:**

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| Partnership working  Aspirational  Energetic  Stimulating  Better opportunities |

**Judging criteria:**

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| How well the entry matches the brand and design brief  Accessibility |

**Implementation:** (where will the brand appear)

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| Brand will appear on all publications produced by the programme, for example email, printed, social media, digital communications including the website, and used in PowerPoint slide decks |

**Terms & Conditions:**

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| I understand that in entering the competition:   * I must be 19 years of age or younger  1. years or younger if I have Special Educational Needs or a Disability)  * I study, train, or am on a work-based apprenticeship or equivalent scheme in a Kent setting. Entrants should note that evidence of eligibility may be required, and use of false information will result in disqualification from the competition. * I am entering as an individual, but my work can be supported by Tutors/ Teachers/ Lecturers/ Employers * By submitting an entry, entrants confirm that any drawings submitted are not defamatory, unlawful, discriminatory, or malicious, do not infringe third-party rights and are not subject to conflicting agreements in place that restrict their use * Any entries found to include work owned by a third party will be disqualified. KCC reserve the right to contact lecturer/supervisor should any concerns arise. * Only one entry is allowed, if there are any duplicate entries, then only the first submitted version will be accepted * Entries should be submitted via [pathwaysforall@kent.gov.uk](mailto:pathwaysforall@kent.gov.uk) email address on or before 21 April 2023 * Entrants need to complete the **entrance form** below and include this with their submission in order for their design to be included in the competition * Content submitted will be the copyright of Kent County Council (KCC), and any other intellectual property which arises will also belong to the Council * KCC and the Pathways for All Strategic Board Partners have the right to use the material and information which I provide in my competition submission * I hereby agree to irrevocably assign all property and moral rights in my submission to KCC * The winning entry may not be used exactly as submitted to the competition. There may be changes made to the final submission to ensure compliance and accessibility. This will be done in collaboration between the winner and Kent County Council’s Marketing and Resident Experience Team or the work placement. * The data that KCC gather will be held in accordance with the Data Protection Act 1998 and the General Data Protection Regulation (GDPR) |

**Timings:** (Approvals/delivery deadline)

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| **Competition launch – 9 February 2023**  **Entries due back via** [**pathwaysforall@kent.gov.uk**](mailto:pathwaysforall@kent.gov.uk) **on or before - 21 April 2023**  Shortlisting - between 24 – 28 April 2023  Final Judging Panel – between 2 - 5 May 2023  **Winner notified – 12 May 2023** |

Competition Entry Form

This must be submitted along with all other material used in your competition entry

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| **Entrant Name** |  |
| **Entrant Contact Phone number** |  |
| **Entrant Contact Email** |  |
| **Education / Employment Setting Name** |  |
| **Education / Employment Setting Address** |  |
| **Course of Study / Type of employment** |  |
| **Lecturer / Supervisor Name** |  |
| **Lecturer / Supervisor Contact Details** |  |
| **Please Sign**  \* I confirm this is my own work. I give consent for KCC / Pathways for All to use my name and/or image in relation to this competition and programme of work, and in relation to any subsequent use of the designed branding / logo. |  |

1. Placement to be confirmed, duration will be up to a week, to be taken at a mutually agreed date between the winner and the placement lead contact. [↑](#footnote-ref-2)