



Canterbury Safer Streets Branding

Project brief | Safer Streets logo

Deadline 21st November 2022

Make your logo design the symbol of Canterbury's Safer Streets 4 safety initiatives

About Safer Streets

The Canterbury Safety Partnership has been successful in securing funding to dedicate towards safety and perception of safety in Canterbury. This funding is supporting the development of training, safety resources, a central website and safety packs for patrons of Night Time Economy (pubs, clubs and bars) in the city, alongside other exciting projects.

Under this umbrella the project will look at information regarding consent and harassment, drinks spiking, alcohol awareness, getting home safe, respect and inclusion, and reporting methods for students and members of the public. There will also be new initiatives and resources [tackling Violence Against Women and Girls](#).

We are keen to co-create this content with students in Canterbury, and as such, are doing this call out to allow students to define the vision of this project.

Brief

We require a logo to brand and connect project materials produced within the Safer Streets funding, which clearly promotes safety in Canterbury. This logo needs to be bold and eye-catching and represent the values and goals of this project. We are open to any colour scheme but all logos need to work in block colours black and white. The logo must be accessible, therefore colours used must be considerate of this.

This needs to be designed to a professional standard in a vector format.

We are inspired by similar projects including:

Maidstone (Safer Streets 4 logo 2022)



Bristol Nights: <https://www.bristolnights.co.uk/about>

Where will this design be used?

This design will be on the website www.SafeNightOut.uk, and across training resources for the project, posters, vinyl and other printed materials.

Deadline for submissions

Monday 21st November 2022 23:59

To make your submission please email your design to communityliaison@kent.ac.uk **from your student email address** before the deadline.

There will be a prize for the winning entry and the honourable mentions.

This will also be an exceptional opportunity to expand your professional design portfolio.

Contact

Email: Communityliaison@kent.ac.uk

Phone: 01227 823141