THE
BIRMINGHAM
CIVIC SOCIETY

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The City Beautiful

Open ideas competition to design a logo for Birmingham Civic Society's Centenary celebrations.

Birmingham Civic Society was formed on 10 June 1918. We start celebrating our centenary year in June 2017, leading up to June 2018 and a little bit beyond - after all, you're only 100 once, and so why not make the most of it?!

We have planned 18 months of events and activities that will give opportunities for everyone to join in celebrating all that the Society has done in Birmingham but also looking ahead to the next 100 years!

Today, we are launching an open ideas competition that is free for everyone to enter - members and non-members, children and adults, students and professionals!

In June 1918, The Birmingham Post ran the headline **'The City Beautiful'** and reported on the start of the Birmingham Civic Society. Almost 100 years on, we will be using this headline as the strap line for our Centenary celebrations. We are inviting you to submit your ideas for our centenary logo to help make our celebrations recognisable across the city.

The winning logo idea will be used on all our marketing during our Centenary Year. It is likely to be used in a **variety of sizes** - anything from the size of a 50-pence piece and potentially as big as a billboard! You will need to consider this in your idea as it will need to be **easily identifiable, eye-catching, exciting**!

Your idea should reflect Birmingham Civic Society and what we do, as well as our beautiful city!

We are interested in your idea for the logo rather than a finished masterpiece. If needed, the winner may work with our team to help develop their idea into a professional piece of artwork.

By entering, you are giving permission for Birmingham Civic Society to use your idea as required to promote the Society and our Centenary Year.

Entry Fee
There is no cost for entering the competition - it is completely free!

Prize
In addition to having your idea used to celebrate our Centenary, we will develop an exclusive prize package that is relevant to the winner.

Timetable

Friday 31 March	Competition Launch
Friday 28 April	Deadline for submission of Entries
May	Judging of entries and development of winning idea
June	Logo unveiled at our Centenary Year Launch Party

Submission
You should email the completed Entry Form and your idea in PDF/JPEG format (maximum 5MB) to the following email address with "Centenary Logo Ideas Competition" in the subject line:

info@birminghamcivicsociety.org.uk

Submissions should reach our inbox by **5pm on 28 April 2017.**

Good luck and we look forward to seeing your ideas!