



## 'Access Eastbourne' needs a Logo

Do you have a flair for design and want to put that to good use, if you do get those creative juices flowing and design a logo for the brand new 'Access Eastbourne' initiative, a project of the Disability Involvement Group (DIG). The prize for the winning entry is a meal for two courtesy of 'Spice Garden', Church Street, Old Town.

Disability Champion and Chair of the Access Eastbourne Steering Group, Councillor Andrew Goodwin says "Access Eastbourne is a very exciting and important initiative for our town and it currently has one thing missing, an equally exciting and eye-catching Logo. Steering Group members would like to rectify this by way of a competition so no matter what your age or ability, put your artistic flair to good use and get your designs down on paper or pc of course, and send them in. Who knows your design could be the winning logo which will be displayed to the world on internet pages and on hardcopy guides. It's as good as having your name up in lights!"

### **'Access Eastbourne'**

'Access Eastbourne' will be a web based access and information guide for disabled people and their families/carers visiting, living and working in the town and will be available on the internet next year. 'Access Eastbourne' will provide technical information on the accessibility of individual premises and facilities that are open to the public. Disabled people will also be able to place reviews and comments on the website about their experiences when visiting places, and of course the venue will have a right to reply.

DIG members consider that this project is based on working with everyone and not against anyone; it also enables a unique relationship to grow between disabled people and the business sectors in the town, one that is based on mutual understanding and respect; and finally it will result in an increase in the economic activity and growth of the town.



## The Logo

The logo should be designed with accessibility in mind. Not too fussy or complicated. It can be colourful but should have clarity. One way to ensure your logo is as accessible as possible is to follow the guidelines set out in the Royal National Institute for the Blind's "See It Right" campaign. This has lots of useful tips on designing leaflets and posters which are both eye catching and accessible.

You don't need to design the logo on a computer as we have the technology to replicate your design electronically, but should you wish to design it on a pc, please ensure your logo is not too large to send or receive by email.

The logo should be clear to see at 700mm in length and 400mm in height. If you wish to use text it must be accessible e.g. sans serif. There is no restriction on colours but please do not use red and green together. If you use text over a colour make sure the text clearly stands out and is legible at the size quoted. Avoid using text over an image too. All these tips and more can be found in the RNIB's 'See It Right' guide.

**Entries should be received no later than 5pm on Wednesday 15<sup>th</sup> July 2009.** We will not accept entries received after this time and we will not be able to return your design unless you provide a stamped addressed envelope.

Please send your entries to [Logo.Competition@eastbourne.gov.uk](mailto:Logo.Competition@eastbourne.gov.uk) if you are using a pc, or to: Logo Competition 'Access Eastbourne', The Disability Involvement Group, c/o The Town Hall, Grove Road, Eastbourne, BN21 4UG

Electronic Logo's sent via email should either be in 'jpeg' or 'pdf' formats.

For further information about this project or other work the DIG is involved with please contact Clare Brown, DIG Administrator at the above address or by email [equality@eastbourne.gov.uk](mailto:equality@eastbourne.gov.uk) or by telephone 01323 415163.