

# The Tech, Holmfirth Brand Design Brief

Competition To Win £500 And To Design A  
Logo And Develop A Brand Identity

# The Tech Holmfirth Design Brief

We are setting a design competition with a **prize of £500** and the chance to **design the logo and create a brand identity** for Holmfirth Tech. The details for entry are as follows:

- We have asked the board members, of what is currently known as The Tech or Holmfirth Tech (hereto referred to as The Tech), to provide their thoughts on The Tech and these have been amalgamated into this design brief.
- It is important to note that although several opinions are incorporated into the brief not all need to be addressed. We want you as a designer to interpret this information to define the organisation. For you to distil what you think is the essence of the Tech based on the content of this brief.
- It is for you to create a design which can be utilised throughout all forms of communications - on the website, social media and all documentation. Please do not be led by any previous guidelines or representation of The Tech unless you feel it to be appropriate.

# The Tech Design Brief

- We are looking to you for your expertise to provide us with an interpretation of how you would depict The Tech brand identity. We are not expecting a finished product but a concept at this stage.
- We are currently calling the building The Tech or Holmfirth Tech but if you have suggestions for an alternative name please feel free to share it.
- The design that is most popular with the board members will then be used to create our branding and logo going forward. This needs to stand the test of time and be enduring as we don't have the funds to keep updating the logo as other companies might.
- Entries must be sent by email to [centre.manager@holmfirthtech.co.uk](mailto:centre.manager@holmfirthtech.co.uk) with the subject line: The Tech Holmfirth's brand identity and logo design competition or by post to Holmfirth Tech Ltd, Huddersfield Road, Holmfirth, HD9 3AR. The deadline for the design entries is 11<sup>th</sup> August and you will be notified if you are the winner by 14<sup>th</sup> August. We will then need the finished designs to be completed by 28<sup>th</sup> August.

**Thank you for your interest in entering the competition and good luck!**

**THE LOGO**

# What our branding and logo should reflect?

Adaptable  
Creativity  
Enterprise  
Ours Tech Activity  
Wellbeing  
Holmfirth Captivating Energy  
Ambitious Fresh Innovative Building Modern  
Welcoming  
Participation People  
Tech~History  
Forward~thinking

# Visualising supporting local people's art, creativity, enterprise and wellbeing

- high quality images of diverse people doing things relevant to The Tech
- Images depicting creativity everywhere
- Relaxed images
- Informal images
- Simple
- Clean
- Edgy
- Depicting a range of activities (see the current banner on the website)
- NOT corporate

# The Tech's logo should be Symbolic

## Examples of logos liked and disliked

### Liked

- Netflix - uncluttered
- LinkedIn - uncluttered
- National Trust - words with symbol
- Holmfirth Arts Festival - words with symbol
- Longley Farm - words with symbol
- National Lottery - words with symbol
- Leeds University Union
- RNIB
- Redbak
- CoWork @ The Tech space branding - specifically the colours
- [horsfortheveningclasses.org.uk](https://horsfortheveningclasses.org.uk)
- [helmsleyarts.co.uk](https://helmsleyarts.co.uk)

### Disliked

- Holmfirth Civic Hall - too staid and corporate
- European Union logos - difficult to read when small
- <https://the-arthouse.org.uk/wp-content/uploads/2018/10/logo.png> Art House

# **THE BRAND IDENTITY**



# Branding appropriate for The Tech

## **Like**

- Photographs – generic, enduring and representational
- Simple stylised drawings
- Modern stylised drawings
- People representing what we do
- Drawings to better capture our values and work

## **Dislike**

- Over complicated and overly clever stylised drawings
- No pictures of real people as they are not sustainable
- Traditional fonts
- Traditional imagery

# Websites liked or disliked

## Like

- Holmfirth Arts Festival - good visuals
- National trust - easy to navigate
- BandW Studio. <http://www.bandwstudio.co.uk/>
- <https://futureartscentres.org.uk>
- <http://www.sevenleeds.co.uk>
- <https://www.arthousesheffield.co.uk>
- <https://the-arthouse.org.uk>
- Plainenglishdesign.co.uk
- Little Salkeld watermill
- [thestaratharome.co.uk](http://thestaratharome.co.uk)
- The Vegetarian Society

## Dislike

- [www.ecc.ac.uk](http://www.ecc.ac.uk)
- [www.yorkshireremediation.org](http://www.yorkshireremediation.org)
- [Audiuk.co.uk](http://Audiuk.co.uk) – dislike

# Colours that represent The Tech

This makes for an almost impossible task as you will see from the next page. Please use your experience and creativity to suggest various colour options that you feel are appropriate based on the other information provided throughout the brief.

- The current dark/plum red
- Strong colours
- Warm colours
- red
- brown
- orange
- stone
- brick
- green
- yellow
- Bright, modern - grey, yellow black of CoWork space
- light lively

# Colours to avoid

- Pastel colours (definitely not to be included – unanimous)
- Blues (this is also based on a non-corporate design requirement)
- purples
- greens
- yellows
- pinks
- Dark sombre colours
- Brown
- Beige
- Grey
- orange

# **THE TECH AND ITS LOCATION**

# Words and images to describe The Tech



**Dislikes:** Not to be described as an arts or community centre

# Words and Images to describe Holmfirth



## Negatives:

- Not to be associated with Last of the Summer Wine as this is now out-dated
- Staid
- Unchanging
- Slow to adapt

# Words and Images to describe the Holme Valley

Exceptional landscape  
A beautiful place to live  
Peaceful  
Crafty Choral  
Community  
Brass band Home  
Artistic Creative  
Calm Musical  
Pleasant place to be  
Beautiful all year round  
Stunning



# The perception of the tech by the local community



## Negatives:

- Contradictory
- not ours
- confusion
- Why is it relevant to me?

Thank you for your participation  
Good Luck!

All entries to be sent to



[centre.manager@holmfirthtech.co.uk](mailto:centre.manager@holmfirthtech.co.uk)

See [Terms and Conditions](#) for full details

# Terms & Conditions

- Entries for The Tech or , Holmfirth Tech (hereto referred to as The Tech) design competition must be received by 11:59pm on Tuesday August 11th
- The prize is £500 and the opportunity to design a logo and brand identity for The Tech
- Each entrant must be 18 years and over at midnight on Tuesday 12th August
- Contact details of the entrant must be included with the entry this should include an email address and telephone number
- Each design must be the original work of the entrant
- The winner will be informed by the 14th August giving them two weeks to complete and have agreed the finished work with the board
- The judges will be members of The Tech Holmfirth's board of directors and their decision is final, and no correspondence will be entered into concerning this decision.
- Entries can be sent by email to [centre.manager@holmfirthtech.co.uk](mailto:centre.manager@holmfirthtech.co.uk) with the subject line: **The Tech Holmfirth's brand identity and logo design competition** or by post to Holmfirth Tech Ltd, Huddersfield Road, Holmfirth, HD9 3AR
- The copyright of each design entry remains with the entrant
- The winning design will grant The Tech permission to use their concept for a finished brand identity and logo
- The winning designer will have full permission to promote their work and have their design acknowledged as their work in appropriate communications
- The competition is not open to employees of The Tech
- The competition is open to UK residents only