



Kings Heath BID

Logo Competition Guidelines and Rules

Overview

Kings Heath Business Improvement District (BID) is looking for a new or refreshed logo that will better reflect the business's current and future identity. The new logo will be used on the Kings Heath BID website, social media channels, business cards, letterhead, posters, and anywhere else The BID chooses and needs to engage our business and consumer audiences. This document describes the official requirements and rules of the competition.

By entering, participants agree to be bound by these competition rules. Violating any rule or not following instructions may eliminate participants' eligibility. Kings Heath BID has the right to disqualify any entrant at any time at its sole discretion.

Eligibility

1. The competition is open to anyone over the age of 16.¹
2. Entrants are permitted to work collaboratively; however, only one (1) prize will be awarded regardless of group size.

Submission Guidelines and How to Enter

1. The competition is open from 22nd April 2024 and closes at 5.00pm on 17th May 2024. Late submissions will not be considered. The Marketing & Events Committee of Kings Heath BID will select a winner on 20th May 2024. The winning entrant will be notified shortly thereafter.
2. All entries must be submitted electronically to the BID at community@enjoykingsheath.com. Submissions must include the full name(s) of the person(s) who designed the logo, name, email address, postal address, and telephone number.
3. One or more submissions per person is acceptable. Each submission must be sent in a separate email.
4. The competition is free to enter.

Logo Design Guidelines and Parameters

The purpose of this competition is to design a logo to be used by Kings Heath BID.

The logo's design should reflect the values of the BID and of Kings Heath itself. Detailed requirements are set out in the full Brand Redesign Brief in Appendix 1.

¹ Employees of the BID, BID Directors and their immediate families are precluded from entering.

Kings Heath Business Improvement District

1a Station Road, Kings Heath, Birmingham, B14 7SR

www.enjoykingsheath.com | 0121 444 5166 | info@enjoykingsheath.com

VAT Reg: GB943790690 | Company Number: 05785221



Please note, for the competition, only the logo is required, the full lock-ups are not required.

The logo must be appropriate for a professional business setting.

Entries must be submitted as JPEG files with a resolution at least 500 x 500px. For quality reproduction purposes, the winning entry must later be submitted in scalable vector graphic format (EPS or SVG). The logo must be easy to use, handle, resize, and manipulate for all reproduction purposes. It should be visually appealing at both small (as small as 2 x 2cm) and large scales.

Intellectual Property

1. Entrants affirm their submissions are their own original work, have not been copied from others or from previous designs, including their own, and do not violate the intellectual property rights of any other person or entity, neither are they generated solely with the use of AI.
2. Submissions become the sole property of Kings Heath BID and may be used for any BID purposes, including, but not limited to, display on websites, business cards, letterhead, posters, and other materials.
3. Kings Heath BID shall have the right to adapt, edit, modify, or otherwise use the winning submission in part or in its entirety in whatever manner it deems appropriate.
4. Kings Heath BID reserves the right to choose not to use the winning entry as described in these competition guidelines.
5. Kings Heath BID reserves the right to use any other entry for promotional purposes in the future.
6. If the winner is determined to have violated any rules, they will be required to forfeit or return the prize, even if the determination is made after the prize has been awarded.

Determination of Winner and Prize

1. The winning entry will be selected by a panel comprised of board members of Kings Heath BID, local businesses and other interested parties (the Kings Heath BID Marketing & Events Committee). Their decision will be final and no further correspondence shall be entered into.
2. Entries will be judged on their visual appeal, adherence to the concept prompting the competition, quality of design, and ease of reproduction for the purposes stated above.
3. The prize for the winning entry is a commission to work with the BID team on a full Brand Redesign Brief attached as Appendix 1 and valued at £3,000.
4. The winner will be notified via email and announced on the BID Website and social media channels.

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Disclaimer

1. Kings Heath BID is not responsible for lost, late, misdirected, incomplete, illegible, or otherwise unusable entries, including entries that are lost or unusable due to computer, internet, or electronic problems.
2. Kings Heath BID reserves the right to cancel or modify the Competition and award the prize by alternate means if fraud or technical failure is determined at any time by the BID, including after the submission window has closed.
3. Kings Heath BID is not liable, for the purpose of winner and prize notification and delivery, in the event the competition winner has provided incorrect, outdated, or otherwise invalid contact information.

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