

LOCAL OFFER LOGO DEVELOPMENT

The Local Offer Working Group tries to ensure that the Local Offer contains as much information, advice, guidance and service details as possible. They also try to ensure that people know about the website and encourage them to use it to find the information they may be looking for.

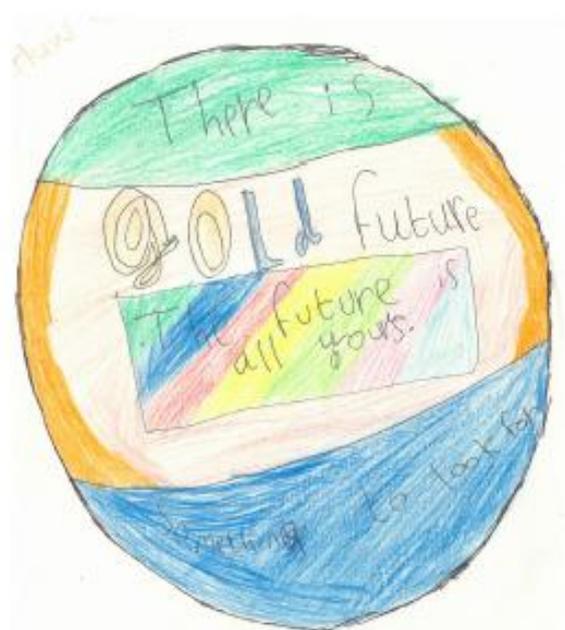
The Local Offer has been in existence for quite some time now but there are still a large number of people who do not know what it is or haven't even heard of it.

As a result the group felt that it would be useful if the Local Offer could have its own logo which could be used to promote the Local Offer. In turn this could give it an 'identity' that people could associate with the Local Offer and help it to become recognised as a useful resource.

Two of our local schools; Columbia Grange and Oxclose Community Academy agreed to be involved with helping us with this project. Each school selected a group of young people to be involved in the design of the logo. A consultation session was held with each group during which the young people discussed what the local offer was; what it was designed to do; and, who it was aimed at. The young people had some tremendous ideas but unfortunately we could not use them all.

One idea was selected from each school and sent to a design company. The end result is the logo that is now being used to signify the 'Local Offer' in Sunderland and we hope to include it in as much documentation as possible. The new logo also neatly ties in with the promotion poster and leaflet that had already been printed.

Below you will see the two designs selected followed by the final logo. Hopefully we will be able to use this so that it can become instantly recognised across the city.





The future is all yours