Eastside Community Heritage logo design competition

Eastside Community Heritage was established in 1993 as part of the Stratford City Challenge and became an independent charity in 1998. From day one, ECH's mission has been to preserve the experiences and memories of every day East Londoners—voices that are often marginalised in mainstream histories—and empower local people to tell their own stories in their own words. These testimonies, along with photos and memorabilia are preserved in our archive, freely available for public research as well as for use in projects that bring communities together around shared heritage. ECH's small staff team run outreach programmes across Havering, Barking & Dagenham, Redbridge, Newham, Hackney, and Waltham Forest, and deliver workshops in schools, libraries, community spaces, and sheltered accommodation blocks. We work with people of all backgrounds, genders, religions, ages, disabilities, ethnicities and sexualities.

Eastside is twenty-one years old, and so is our logo. We are looking to refresh our image so that we can stand out on flyers, leaflets, and posters; large print exhibitions and books; and on our digital media and social media platforms. We are looking for a bold and bright design that we can use in a number of contexts as required, and that we can remix in a number of different colour palettes. It must be clear and legible for our wide audience.

The final design must be delivered as a high-quality PNG file, with a transparent background. This is important as it allows us to easily change the colour to suit various designs we are working on if need be, though please do submit a design in a colour or colours that you think we should use as our go-to or standard logo. The design can be in any dimensions, but the smallest side must be at least 2000 pixels long. Again, this is important as our exhibitions require large images to ensure print quality.

This design brief is going to be open to all, regardless of skill or experience. If you think you can do better than our current logo we would love to hear from you. The Eastside team will decide from the logos we receive and pick the one we think best fits the requirements of our company ethos. The winner will receive a prize of £250. The deadline for designs to be submitted is 12pm on July 31st. Please send your finished design to office@ech.org.uk

Below are some examples of logos we think are examples of good design in the heritage and community outreach sector. You can use these as inspiration, but we are looking to stand-out amongst the field.

COMMUNITY
LINKS

MUSEUM
OF LONDON

EAST END
WOMEN'S
MUSEUM

lendlease