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Dear Children,

I have been asked to invite you to take part in a design competition which is an exciting opportunity for all you artists and designers!

Some of the residents in our local area have formed a group called the “Dishley Residents Association” which is working with the police and Charnwood Borough Council to take care of the places we care about near our homes and school. For example, they hope to reduce litter, look after the parks and play areas, and generally make our local environment a lovely place to be.

This group would like children in the local schools (which includes Stonebow) to design a logo for their group. A logo is a small picture or symbol which identifies a group or company or product. You can see examples of logos everywhere you go. Our school has its own logo!

The winning logo chosen for the Dishley Residents Association will be used on their posters and letters etc and would need to look good both in colour and black and white. The group would really like the logo to reflect the Dishley area.

If you would like to enter the competition, you will need to draw your design on A4 paper with your name and age on the back. There will be prizes for winning children in different age groups (4-6, 7-8, 9-11) and the overall winner will have their design used by the group. All entries can be brought into school and given to your teachers. I will then forward them onto Mr Riley for the group members to choose the winners. Your entries need to be in by **Wednesday 24th March.**

Before you start drawing your designs, you might like to go for a walk around the local area and think about which places you enjoy and what you could include that would represent Dishley. You might also want to look at other logos to get an idea of their style of design. (I have put some examples at the end of this letter). Think about our school logo. Why does it have the bridge and the children? Why is it quite a simple picture? What does it say about our school? Notice that the logo designs are all quite simple.

I hope you enjoy creating your designs, and if you need more details or information, please email art@stonebowps.net.

Good luck!

Mrs Pitchers and the Expressive Arts Team



Valid to: June 2021





Here are some examples of logos. I'm sure you will spot lots more as you look around you:



L A N D S C A P E

