



Healthy Young Minds

Calling all creative young minds!

We're excited to announce a fantastic opportunity for primary and secondary school pupils to showcase their creativity.

What's the Competition About?

The Healthy Young Minds Service is a new project that aims to support the emotional well-being of children and young people, helping them to build resilience and live their best lives.

We need a unique and inspiring logo to represent the service and want YOU to design it! Plus, we want to hear what you think our Healthy Young Minds values should be. And if your logo design is chosen, your school will receive **£500** for well-being activities needed by your school.

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Community &
Voluntary Services
cheshire east



Key Dates

Competition launch: Wednesday, 11th September

Submission deadline: Wednesday, 30th October at 5pm

Judging day: A Young Person's Panel will be held on Monday, 25th November to choose the winning logo.

Who can enter?

All primary and secondary school pupils in Cheshire East are welcomed to submit an entry.

How many times can we enter?

There are no restrictions on the number of entries a school can submit but they must all be submitted in the name of the school.

How to enter

Design the logo:

Be creative: Your logo should represent the spirit of the Healthy Young Minds Service. Think about what the project means to you and how it helps children and young people.

Choose your medium: You can draw, paint, take a photograph, or use a digital design tool like Canva. Use whatever method you feel most comfortable with.

Colours and styles: There are no strict rules about colours or styles, but you might want to consider bright and happy colours that symbolise well-being and resilience, but bear in mind the logo may need to be used in black and white for some publications.

Partner logos. We have attached below the logos of the organisations involved in Healthy Young Minds, so that you are aware of who is involved (but do not feel you have to follow these logos).

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Ideas and inspiration:

Think about symbols that represent youth, health, mind, and growth.
Use images or shapes that show support, strength, and happiness.
Look at logos from our partner organisations for inspiration. Notice how they use colours, shapes, and symbols to convey their message.
Consider adding a slogan (strapline) under your logo design
e.g. Nike – 'Just Do It' or McDonalds - 'I'm lovin it.'

Things to Remember:

Keep it simple but meaningful and memorable.
Make sure it's easy to understand and recognise, even in a small format.
Think about how it will look on varied materials (like posters, websites, and t-shirts).
Does the logo work in full colour, reversed out (white on a coloured background) or in black?
Make it unique and not a copy of another logo or brand. Consider any similarities to existing corporate organisations to avoid any copyright issues.
Try to ensure that the logo is accessible to a wide range of diverse audiences
[How to create a logo that is accessible to people with disabilities](#)

Define the values:

What are values? Values are the principles or beliefs that guide what Healthy Young Minds stands for.

Examples of values (but not necessarily for Healthy Young Minds):

Kindness: Treating everyone with care and respect.

Honesty: Being truthful and open.

Support: Helping others when they need it.

Respect: Valuing everyone's opinions and differences.

Your ideas: Write down what you think the values for the Healthy Young Minds service should be.

Think about what's important to you in terms of mental health and wellbeing - and how you would like to see the project help fellow young people.

Submit your entry:

Email your design and values to: enquiries@cvsce.org.uk

Include a contact email address, name(s) of those who designed it, their ages, and the name of the school.

Make sure your submission is in by **5pm on Wednesday, 30th October 2024.**

What's in it for you?

The winning logo and values will be chosen by a panel of young people, and the winning school will receive **£500 to spend on well-being activities!**

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What is Healthy Young Minds?

Healthy Young Minds provides services aimed at building resilience in children and young people and their families, to address emotional wellbeing issues, at the earliest opportunity, to enable children and young people to live their best lives in the future. The project will run from 2024 to 2029. The service model was co-produced, with an extensive range of partners including children and young people, parents/carers, education providers, professionals (including health, social care, and police) via thirty-six focus groups, comprising over 300 participants. Children and young people will continue to be at the heart of Healthy Young Minds.

Two providers, **Just Drop In** (operating in the North of Cheshire East) and **Visyon** (operating in the Central and South of Cheshire East) will offer a flexible service, supporting children and young people (CYP), which gives CYP choice and control over their care.

The Healthy Young Minds project also includes the establishment of a Healthy Young Minds Alliance - where providers will work together, towards a shared ambition of building resilience in children and young people and their families, to achieve consistency and equality of delivery, address gaps in services as a collaborative - and provide a mechanism for channeling funding, to enhance the impact of early intervention.

Competition terms and conditions

The competition is open to all pupils/students at schools in Cheshire East.

Entrants must be no older than 18 years of age.

Entries received after the closing date will not be considered.

A panel of judges will select the chosen logo based on **creativity, originality, and suitability**.

By entering, the winning design becomes the property of CVS Cheshire East.

The promoters reserve the right to amend or alter the terms of the competition and reject entries from entrants not entering the spirit of the competition.

The winner(s) agree(s) to the use of their name and photograph and will co-operate with any other reasonable requests by CVS Cheshire East relating to any post-winning publicity.

Where applicable, the decision of the judges is final based on the criteria set out in the promotion, and no correspondence will be entered into over this decision

Good luck, and we can't wait to see your amazing designs and ideas!

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