

LOGO DESIGN COMPETITION

WE'RE LAUNCHING A DESIGN COMPETITION TO CREATE A NEW LOGO FOR
OUR REBRAND

WHETHER YOU'RE AN ART /DESIGN STUDENT, OR HAVE RECENTLY
GRADUATED – WE WANT YOUR CREATIVITY TO HELP SHAPE OUR FUTURE!

HOW TO ENTER:

- MAKE SURE YOU LOOK AT OUR DESIGN GUIDELINES AND COLOUR SCHEME –
THESE MUST BE FOLLOWED IN YOUR DESIGN
- CHECK OUT OUR SOCIALS / WEBSITE TO UNDERSTAND OUR BUSINESS
- CREATE YOUR LOGO DIGITALLY
- SUBMIT YOUR FINAL DESIGN BY 11:59 PM ON 1ST OCTOBER 2025
- YOU MAY INCLUDE A SHORT EXPLANATION OF YOUR DESIGN CONCEPT
(OPTIONAL)

Submit designs to: marketing@kewlittlepigs.com with
subject line: LOGO DESIGN ENTRY

£350.00
PRIZE

+ 10 FREE TICKETS TO THE
FARM FOR RUNNERS UP

DEADLINE
11:59PM
1ST OF OCTOBER 2025

MUST BE 18+ AND BASED IN THE UK

LOGO DESIGN COMPETITION



OUR OLD LOGO!

DESIGN GUIDELINES

WE WANT OUR NEW LOGO TO GROW WITH THE BUSINESS - WE LOVE OUR OLD LOGO BUT IT NEEDS TO GROW UP!

WE NEED IT TO BE CLEAR THAT WE ARE A PROFESSIONAL MINIATURE PIG BREEDERS AND PETTING FARM - OUR CUSTOMERS ARE MOSTLY ADULTS!

FONT MUST BE: ITIM (THIS FONT!)
IT NEEDS TO INCLUDE KEW LITTLE PIGS FARM AND ™

COLOUR SCHEME:

OUR NEW WEBSITE COLOURS ARE INCLUDED BELOW. YOU DO NOT HAVE TO MATCH THESE EXACTLY, BUT PLEASE TAKE INSPIRATION FROM HERE:

e9cb92	
8e775e	
C7CBA1	
ACCFE6	
fbefe1	
FFF7EF	

d47f2f	
c7dbf7	
46464a	
adb089	
ead2ae	

FFD09B	
FFB0B0	
E0E5B6	
89B9AD	
6B6D76	
D3EE98	
A0D683	
C8B383	
F3CF92	
FFF1BD	

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LOGO DESIGN COMPETITION – TERMS & CONDITIONS

BY ENTERING THIS COMPETITION, PARTICIPANTS AGREE TO THE FOLLOWING TERMS:

1. ELIGIBILITY

- OPEN TO UK RESIDENTS AGED 18 OR OVER.
- ONLY ONE ENTRY PER PERSON.
- ENTRIES MUST BE ORIGINAL WORK CREATED BY THE PARTICIPANT.

2. ENTRY PROCESS

- TO ENTER, PARTICIPANTS MUST EMAIL MARKETING@KEWLITTLEPIGS.COM TO RECEIVE THE BRANDING GUIDELINES.
- FINAL SUBMISSIONS MUST BE RECEIVED BY 11:59 PM ON 1ST OF OCTOBER 2025.
- ALL ENTRIES MUST BE SUBMITTED IN DIGITAL FORMAT
- IT CANNOT BE AI CREATED

3. SELECTION & PRIZES

- THE WINNING DESIGNER WILL RECEIVE £350 IF THEIR LOGO IS SELECTED BY THE BUSINESS FOR USE.
- THE TOP 10 RUNNERS-UP WILL RECEIVE A FREE TICKET TO VISIT OUR FARM.
- WE RESERVE THE RIGHT NOT TO SELECT A WINNER IF, IN OUR SOLE OPINION, NONE OF THE ENTRIES MEET THE DESIGN OR BRANDING NEEDS OF OUR BUSINESS.

4. OWNERSHIP & RIGHTS

- THE WINNING DESIGN (IF SELECTED) WILL BECOME THE EXCLUSIVE PROPERTY OF THE BUSINESS UPON PAYMENT OF THE PRIZE MONEY.
- WE WILL OBTAIN FULL RIGHTS TO USE, MODIFY, OR REPRODUCE THE SELECTED DESIGN.
- ALL NON-SELECTED ENTRIES REMAIN THE PROPERTY OF THE RESPECTIVE DESIGNERS.
- BY SUBMITTING AN ENTRY, YOU GRANT US PERMISSION TO DISPLAY YOUR DESIGN ON OUR WEBSITE OR SOCIAL MEDIA FOR COMPETITION-RELATED PUBLICITY.

5. GENERAL

- NO PURCHASE IS NECESSARY TO ENTER.
- WE ARE NOT RESPONSIBLE FOR LOST, LATE, OR INCOMPLETE ENTRIES.
- WE RESERVE THE RIGHT TO MODIFY, CANCEL, OR SUSPEND THE COMPETITION IF CIRCUMSTANCES REQUIRE.