



## **Badenoch & Strathspey Community Transport Company**

### **Logo Design Competition Brief**

#### **Introduction**

Badenoch and Strathspey is a council ward in the beautiful but isolated Cairngorms. Its capital Aviemore is around 35 miles south of Inverness. Sparsely populated, it is designated remote and rural with often difficult access to services and shopping.

Badenoch & Strathspey Community Transport Company ([BSCTC](#)) was established 21 years ago by and for the people of Badenoch & Strathspey to tackle problems of rural isolation, the inability for some to access private or public transport, and to address issues of old age, disability or mental and physical ill health.

Our clients are referred to us by one of our many partner organisations. We provide personalised, on-demand transport to anyone who needs it to help them with social, shopping and medical needs. We aim to support people to live at home for longer, be happier, have better social networks, to feel connected and part of their community, in control of their daily needs and lives.

Over the years we have offered more and more [services](#), including befriending, equipment loan, [social prescribing](#) (where socialising opportunities replace pharmaceutical interventions) and during COVID assistance in supplying and delivering items for the food bank and chemist's prescriptions.

#### **The Brief**

We have grown from a community transport company into something bigger and more diverse. We feel our current branding doesn't reflect our services any more, and we're changing our name and logo to reflect this.

Our new name will be Badenoch and Strathspey Community ConnXions. We're looking for someone to design a new logo to fit this name, the values we've always held, and the new services we're providing.

What defines us? We are local: locally embedded within our community, with a local Board, staff and over 100 volunteer drivers and telephonists. We are demand-led: no services are created unless there is a demand for them. We are responsive: we

have created links to new partners and new services, especially during COVID. We are personalised: we have been known to carry clients to cars through the snow and always see them safely from their lounge chair to their destination, and back again. We are loyal: we are determined to continue serving our community. We offer dignity and worthiness: our clients feel empowered by our help, to stay living at home for longer, feeling more a part of their community. We are about physical and mental good health: we connect people to exercise classes and to each other for social interaction. We are personalised: our services are accessible to all, available to all. We care, we deliver, we are our local community.

## **Entry**

To enter, please send us a CV, max 2 pages, which should include links to your existing work. You may enter as an individual or a team. From these entries, we will choose one person or team to design the new logo. There is a cash prize of £250 for the winning entry.

Closing date is 13 May. Open to all GSA students and recent alumni within the last two years. Please email entries to Norma at BSCTC [norma@ct4u.co.uk](mailto:norma@ct4u.co.uk)