

# Calling all young designers! Honiton students invited to enter design competition



## HELP PUT HONITON ON THE MAP BY CREATING NEW LOGO FOR CHAMBER OF COMMERCE

Creative young people in Honiton have been challenged to play a major part in boosting their town's economy.

Traders in the town want help improving their marketing message – and they are throwing down the gauntlet to the younger generation. Honiton Chamber of Commerce are today asking young designers to create a new emblem to help them put the town on the map.

The Honiton Chamber of Commerce has served the town's traders since 1938, and is still actively engaged in promoting tourism within the county. The chamber is the largest in East Devon. Honiton Chamber chairman Tony McCollum said: "The young people of Honiton are potentially chamber members of the future, so why not let them decide on the organisation's image for the coming years?"

“The chamber is a vibrant organisation working hard for the benefit of local businesses, the local economy and for the greater good of Honiton overall. We want a brand image that reflects that hard work and vibrancy. It is the opinion of the chamber’s executive committee that the young people of the town can provide that for us. We are delighted that the View From Honiton has come on board as our media partner for this project and thank them for all the professional support they are offering. This shows what can be achieved when two great organisations come together to work for the good of the community.”

Deputy Mayor of Honiton, Cllr Henry Brown – who is also the council’s youth champion and has chaired the Honiton Youth Club Committee – said: “This is a fantastic opportunity for the youth of Honiton to show off their artistic skills and create a design that will be used in years to come. I congratulate the initiative of the chamber of commerce in involving the youth; it’s positive ideas like this which continue to help keep the chamber of commerce as an important and useful organisation in the town. I know there will be some great designs and I look forward to seeing the winner in August.”

The competition is being run in association with this newspaper, Pulman’s View from Honiton and Ottery St Mary and design company ‘etchd Creative’.

Honiton reporter Peter Hodges and Head of Production at Pulman’s View from Newspapers / Production Manager at etchd Creative, Rob Larcombe, will serve as judges, alongside chamber chairman Tony McCollum and Honiton Sports owner and chamber member Paul Newman. The closing date for entries will be July 4th, following that the judges will decide a group to go through to the public vote which will open on Friday, July 7th and close on Tuesday, July 18th. The judges will decide the winners from the three age groups, but it will be the public that makes the final decision. The three age groups will be 5-10, 11-15 and 16-18 The new logo will be used on all chamber mastheads, their website and any chamber related matter. It will also be embossed on the chairman’s new chains of office.

Entries can be submitted now and entry form can be picked up from Honiton Sports Shop. Full details and an entry form will be in next week’s Pulman’s View from Honiton & Ottery St Mary (July 27th) The winner will be revealed at the Honiton Show on August 3rd