

## SEND employment forum

Goals and aspirations

### SEND employment forum

Goal: to increase supported internships which then lead onto paid employment.

The young person careers and employment conference gives young people the chance to feed back about what their aspirations are so that their needs and wants can be fed back into the SEND employment forum and onto employers.

## What's out there?

Logos and graphics for similar events



# Associated words

## Logo building 1



inspiration  
future  
growth  
realise potential  
target  
movement  
moving forward

work security  
bright future  
first step  
road to success  
opening doors

options  
skills  
education  
training  
live lives to the full  
support

"...wrap around support needed for transition and preparing for adulthood"

"Engage with young people with SEND post 16"

transition  
next steps  
speak professionals  
learn

"...Join the dots for a holistic approach."

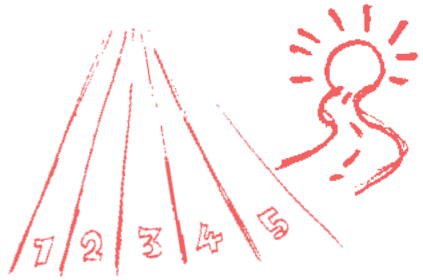
building blocks  
confidence  
grow  
develop  
opportunities  
perfect fit

Perfect fit



# Development of logo

Logo building 2 - development of 'run towards your future' option



Perspective of road heading into the distance



journey might not be a straight easy path

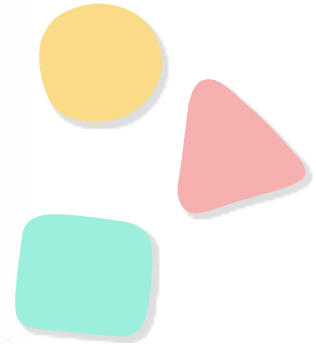


Simplify track to one road

Curved path softer and less harsh. The curves and soft edges also complements existing SEND graphics



existing SEND shapes



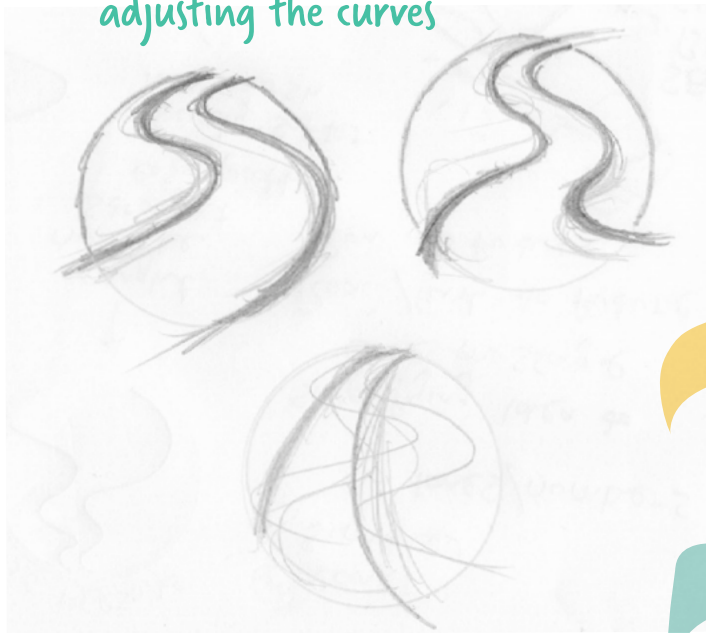
Simplify idea to one core message  
Road/path to brighter future



## Development of logo

Logo building 3 - development of 'run towards your future' option

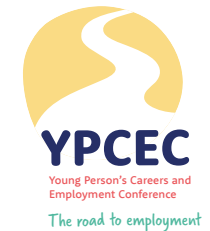
adjusting the curves



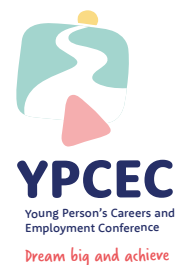
Trying the path on the SEND shapes



Considering using all three SEND shapes within the image but it's better without the triangle/arrow at the start of the journey. Also cleaner and simpler with the basic sun.



Trying the full title and YPCEC. This is using the same RooneySans font as in SEND branding

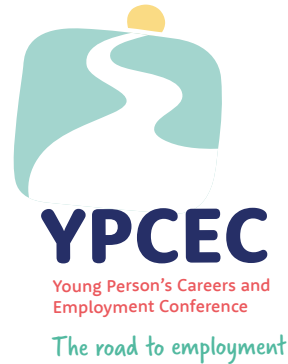


## Development of logo

Logo building 4 - development of 'run towards your future' option



Try the 'Dream big and achieve' as a strapline'



### Logo on white and on dark background colour

Alternative strapline that links to the image and the event



Landscape version of logo



Dream big and achieve

Run towards your future

The road to employment

The road to a brighter future

Strapline options

## Development of logo

Logo building 5 - development of 'run towards your future' option



inserting track lines into the path



lines fading into the distance but extending beyond the shape

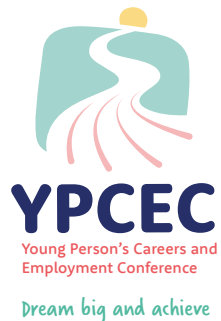


lines cropped at edge of shape



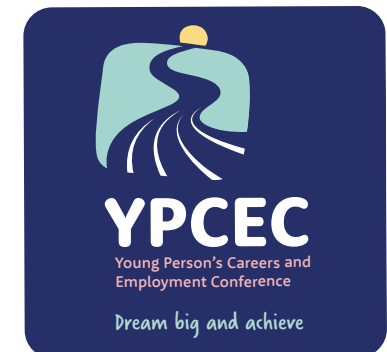
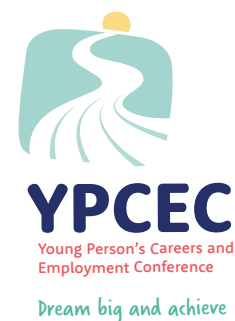
### Logo on white and on dark background colour

lines extending beyond shape. This option uses the three SEND colours



### Logo on white and on dark background colour

lines cropped at edge of shape

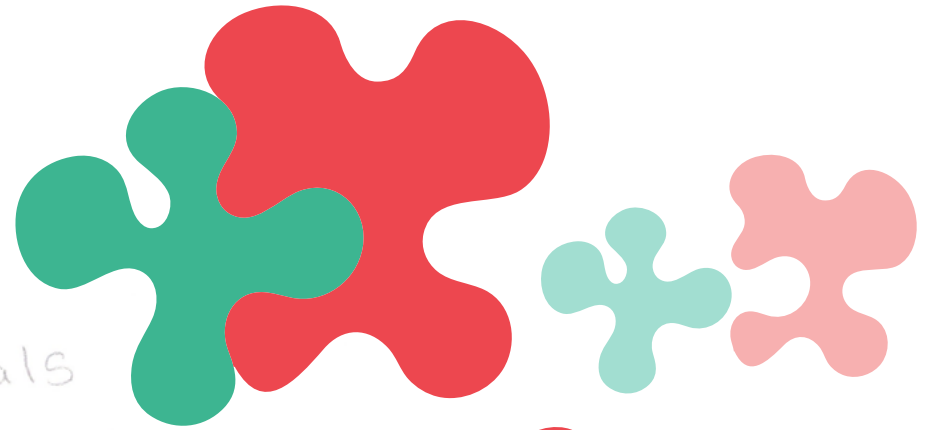


## Development of logo

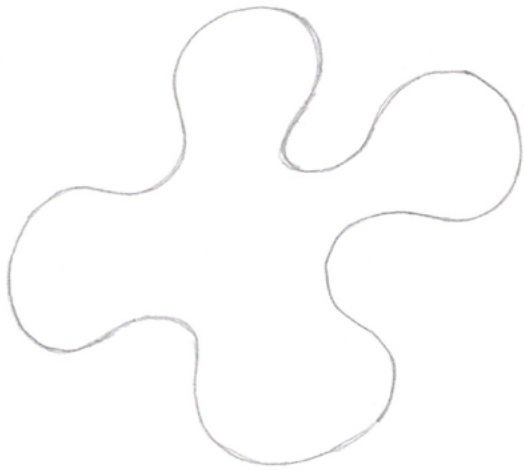
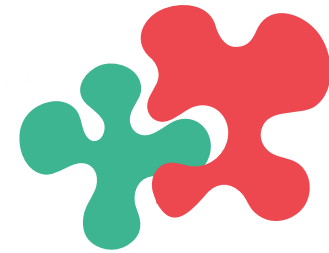
Logo building 6 - development of 'perfect fit' option



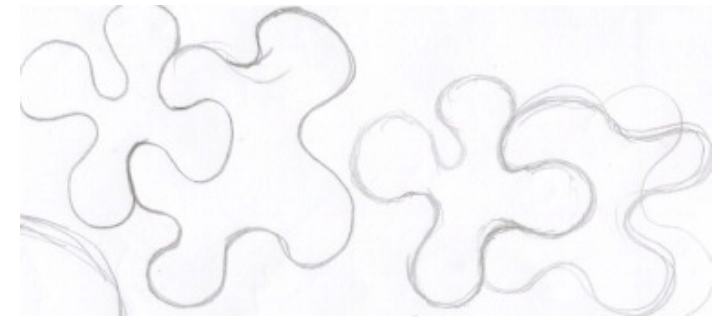
individuals



different individuals



individual, unique needs  
and requirements



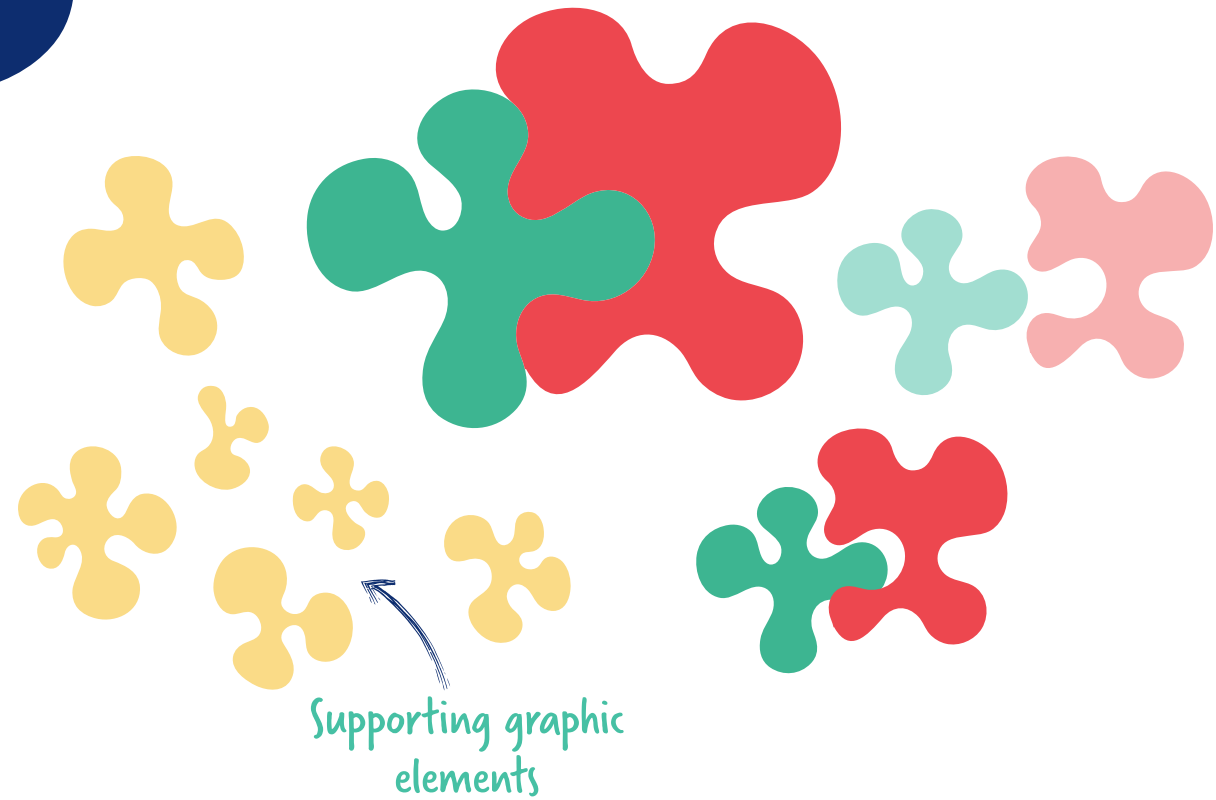
Finding the right fit





## Development of logo

Logo building 7 - development of 'perfect fit' option



## Development of logo

Logo building 8 - 'run towards your future'

