

The Logo Story

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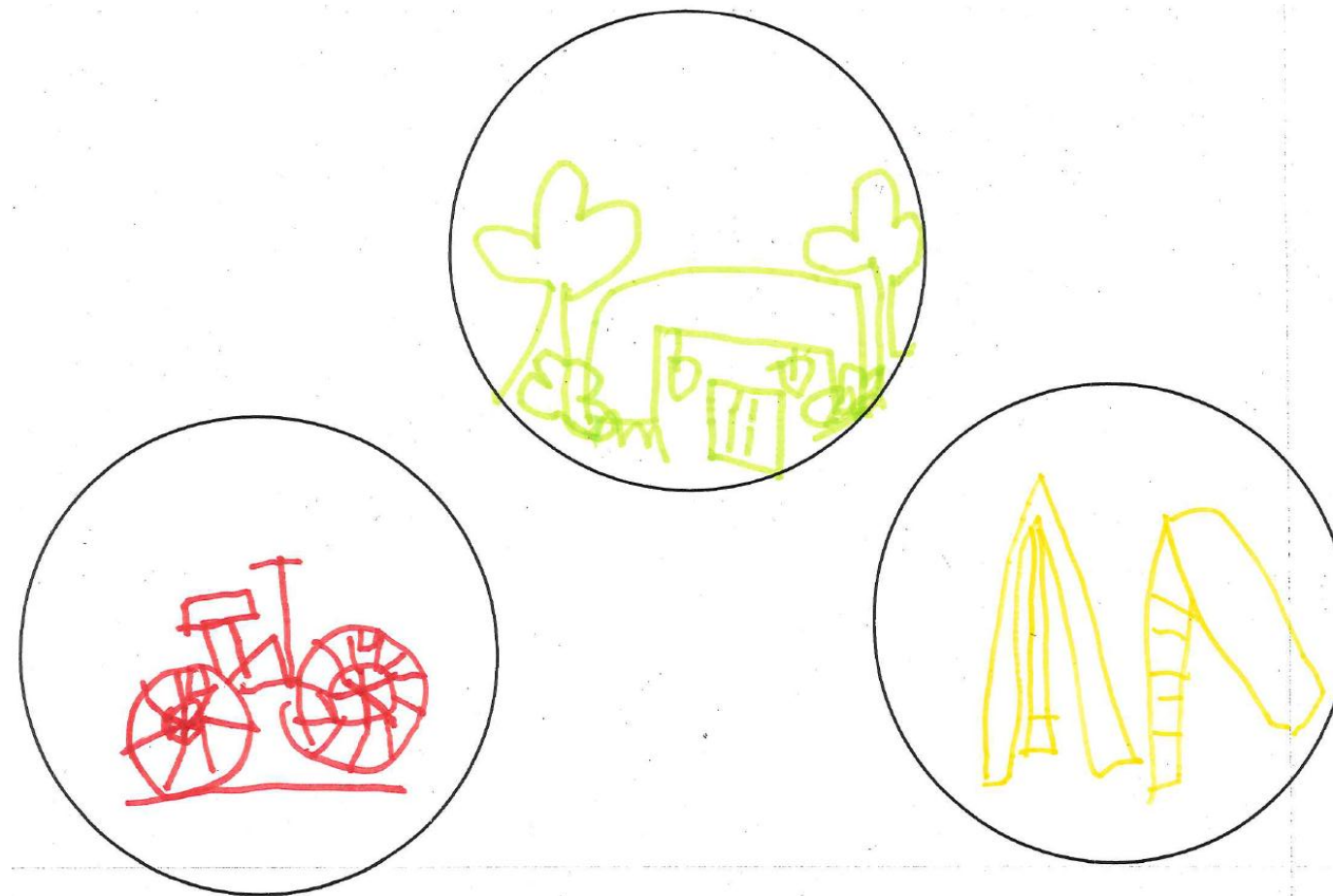
Why a logo?

- **we wanted a logo that would recognise a Healthy Children's Centre**
- **the logo will be awarded to the centres once they have achieved the standards**
- **we wanted to involve the children who come to our children's centres**

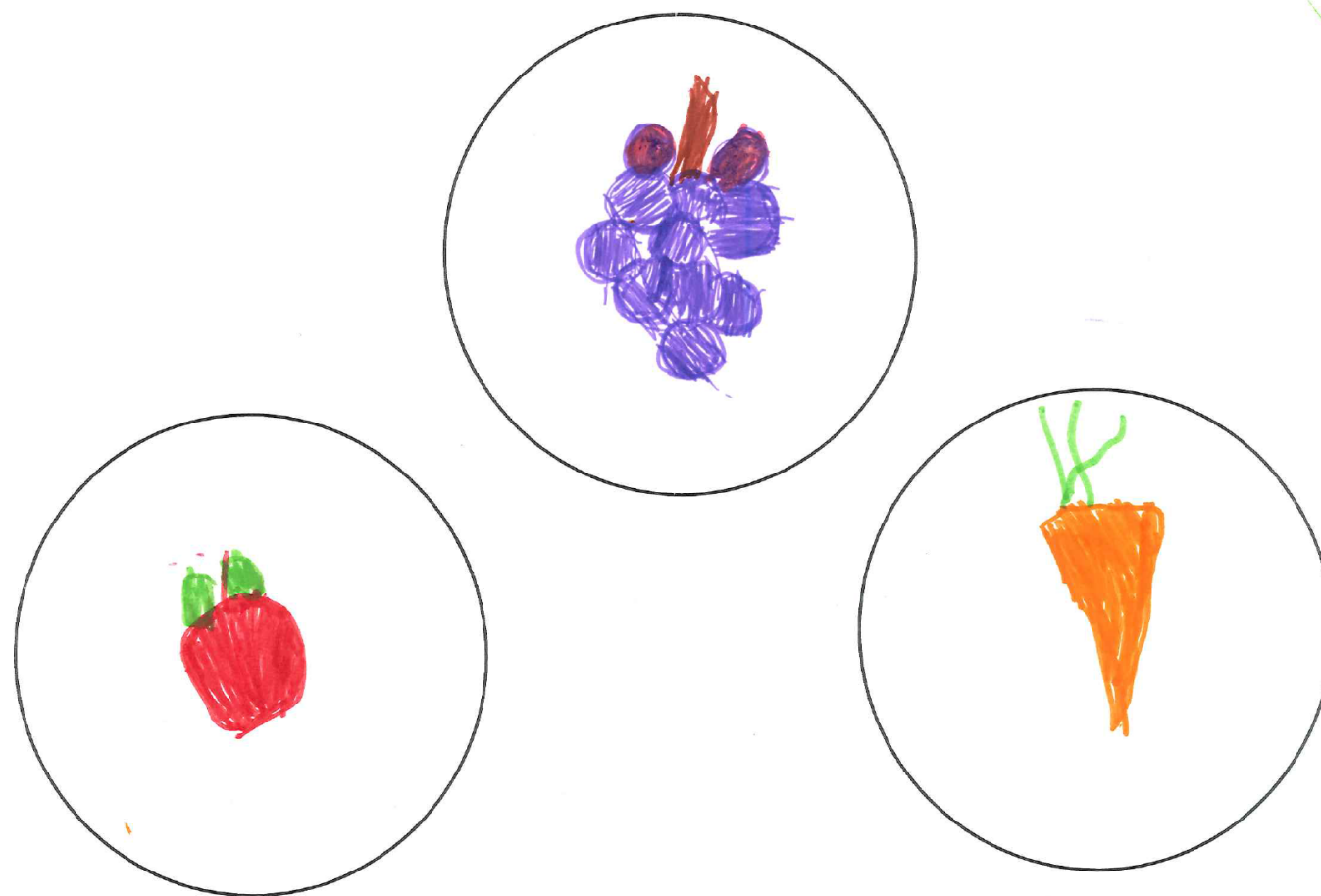
What we did

- we decided to launch a competition
- we asked children to draw something they related to health
- they had to use only 3 colours to draw on a template
- we worked with the design team to find the most suitable art work and decided to combine two of them

Felix's drawing



Aurora's drawing



And the result.....

