



## Network Rail & Siemens Railway Signalling Partnership

### Calling All Budding Designers

### Design Our Company Brand Competition!

In late 2020, Network Rail and Siemens joined together to create a new collaborative partnership to help deliver railway signalling technology and innovation to Scotland's Railway. This move will help improve performance across the network and allow us to engage, listen and respond to our most important stakeholders – our passengers and freight users!

However, we have hit one major stumbling block – we do not have a company name, a logo or even a slogan/tagline for this new collaboration. So, we have decided to engage with high schools across Scotland to see if our future designers can help create our branding that will distinguish the future of our railway.

The winning entry will receive £400 of gift vouchers for Cass Art – one of the UK's leading arts and crafts suppliers. Two running up entries will each receive £200 of gift vouchers for Cass Art.

### Who We Are?



Network Rail owns, operates and develops Britain's railway infrastructure. That's 20,000 miles of track, 30,000 bridges, tunnels and viaducts and the thousands of signals, level crossings and stations. They manage 20 of the UK's largest stations while all the others, over 2,500, are managed by the country's train operating companies. Our purpose is to get people and goods where they need to support the UK's economic prosperity.

<https://www.networkrail.co.uk/who-we-are/about-us/>



As a world leader in transport solutions, Siemens have been working with Network Rail to develop and install the signalling control systems across the UK network and maintain the safe operation of the railway. This close relationship is set to continue with the new collaborative partnership with Network Rail that will help enhance the railway for the passenger, guarantee availability of service and increase the sustainability of the new digital infrastructure over its entire lifecycle.

<https://www.mobility.siemens.com/uk/en/portfolio/rail-solutions/automation.html>



## Competition Details

The competition is a free, national design competition for secondary school pupils aged 11-17. Pupils are encouraged to use their creativity and imagination to create a brand for our new Network Rail and Siemens Joint Partnership to help develop Scotland's Railway. The brand you will create should cover three important elements:

- A Company Name
- A Logo
- And a Tagline/Slogan

You must also submit a paragraph telling us why your brand is the right choice for our new partnership.

You can enter the competition individually or in a team as long as all your team are between the ages of 11-17. Your design entry can either be hand drawn on paper or created using computer software – the choice is yours and no advantage will be given by your selection. Please submit your branding in PDF, JPEG or PNG format.

Please ensure you include in your entry:

- **design including company name, logo and slogan/tagline;**
- **a paragraph/statement declaring why you think your design is right for our new partnership;**
- **And a filled in entry form (see end of this document).**

Use the Helpful Information section overleaf to support your design entry. Also make sure you read and understand all the competition terms and conditions at the end of this document.

## How to Submit Your Design Entry

**To enter the competition, you must complete the form at the end of this document and submit your design entries via the email address listed.**

The final deadline for entries is the 1<sup>st</sup> March 2021.



## Judging Process

The judging process is divided into two stages. The judges will look at all the design submissions entered and using the judging criteria they will select three designs per age category to be shortlisted. If your work is shortlisted, you will be notified by the contact details you have submitted with your entry. The next stage will be to pick one winner to go forward and become our new partnership logo. Two runners up will also be selected for their efforts. The winner/runners up will be notified not later than the 12<sup>th</sup> March 2021.

## Winning Entries

The winning entry will see their design developed into our new logo by a local publishing house. They will also receive £400 of gift vouchers for the arts and craft shop Cass Art.

Two running up entries will each receive £200 of gift vouchers for Cass Art.

Visit the Cass Art Website for more information - <https://www.cassart.co.uk/>

## Helpful Information

Use the following sections to help design your competition submission of company name, logo and slogan/tagline.

### Company Name

#### **Names Have Power!**

While clever marketing plays its part, choosing the right name for your company is an essential part of a business plan. We feel that the current name of Network Rail/Siemens Joint Signalling Partnership is just too long winded and a little bit boring. Our business name should have personality and we feel that the name should reflect this. It also should echo the professionalism of our staff who are dedicated to improving Scotland's Railway. Remember the world is full of budding entrepreneurs and competing companies, therefore the name must also be memorable and unique.

### Logo

A good logo sells the foundation of the brand and the company's identity. It is memorable, eye catching, separates you from the competition and can communicate your company's core values in interesting ways.

#### **It Grabs Attention**

Due to social media/online advertisements and our click-bait, fast information culture; companies have about 2 seconds to convince potential customers that their solutions are worth considering – therefore a logo needs to capture the viewers' attention and make them stop to view what you are selling or doing. The logo is normally the first point of contact with your customer and needs to grab them in an interesting way. Think about what images, icons or diagrams that you will use to really sell what this partnership does. Where will you position your text to make the logo really pop and

## Make it Simple

This can be a hard concept to stick to but after being eye-catching it also needs to be simple. The logo will need to be printer friendly as it will be used on multiple posters, letterheads and emails. A logo full of detailed colourful images will not work well with this. You still want it to be versatile and memorable, but that doesn't mean it has to be complicated or messy. Sometimes the simplest designs are the ones that work the best.

## Immediate Association

When a person sees your logo, they should immediately associate the design with our collaborative partnership. Think about what both our companies do – railways, trains, technology and engineering. Have a look at our websites and do some research into what makes us tick. Look at other companies that have joined forces and analyse the designs of their logos for help. Try not to copy another logo, we want ours to be distinctive and stand the test of time.

Examples of famous company logos:



Striking Simplicity



Timeless



Logos with hidden meaning –  
Can You Spot the Arrow?

## Tagline/Slogan

In business, a slogan or tagline is a catchphrase or small group of words that identify what your company is or does. Think of them like mini-mission statements. They often help grab customers attention and are usually simpler to understand and remember. Our tagline should have meaning to our brand – improving Scotland's Railway. It should also be simple and focus on the main benefit of our partnership. Have a look at some other company slogans and see how they tell that company's story.

Examples of famous company slogan/taglines:





SCOTLAND'S RAILWAY



## Design Our Company Brand Competition!

### Entry Form

Please fill in the entry form details and ensure that you submit this with your design entry.

<b>Name of School:</b>	
<b>Name of Co-ordinating Teacher/Parent/Guardian:</b>	
<b>Contact Email Address of Teacher/Parent/Guardian:</b>	
<b>Age Group:</b>	
<b>Name of Designer/s:</b>	

Please tick to ensure you have included a statement/paragraph detailing why your design is right for our new partnership.

Please tick box to show you have read and understood the terms and conditions:

Email your design, completed entry form and paragraph entry to:-  
[nr.siemens.competition@gmail.com](mailto:nr.siemens.competition@gmail.com)

Closing Date: **1st March 2021**



## Terms and Conditions

Entry to competition is only open to children in school in Scotland between the ages of 11-17 years of age.

Entry to the competition must be made by a teacher on behalf of a school. Teachers must ensure that they have the necessary parent/guardian authority before making the entries.

Entries must be submitted via email to: [nr.siemens.competition@gmail.com](mailto:nr.siemens.competition@gmail.com)

Siemens/Network Rail shall not be responsible for late or lost entries of any kind that may delay or restrict entry to the competition.

All entries should respond directly to the competition brief – to design a company name, logo and slogan for the Network Rail and Siemens joint collaborative partnership.

Submitting an entry to the competition indicates acceptance of these terms and conditions.

The competition opens for entries from 25th January 2021 to 1<sup>st</sup> March 2021.

Original artwork designs should be submitted as PDF, PNG or JPEG documents. Designs can use any drawing materials, digital design tools and annotations. Drawn designs can be scanned or photographed to be made available digitally.

Entries will be judged on their imagination and ideas not the quality of the drawing.

The judging panel will shortlist the entries and then choose the overall winner.

Entries will be anonymous for judging purposes.

The judges' decisions will be final and binding in all matters and no correspondence will be entered into.

Winning entrants will be notified via their teacher using the contact information provided no later than 12<sup>th</sup> March 2021. If Siemens is unable to contact any winner, or if any prize is not claimed within 28 days of being notified then the winner will be deemed to have forfeited their prize and Siemens reserves the right to determine a new winner for that prize.

The work of the winner will be photographed and used for publicity purposes by Siemens and Network Rail. The entries will be photographed, then displayed on the Siemens and Network Rail website along with social media platforms.

Siemens and Network Rail will not enter into any communication or correspondence regarding the winning entry.

Siemens and Network Rail will not be liable for any loss or damage, however caused, to any entries, and bears no responsibility for incomplete or delayed entries.

Siemens and Network Rail reserves the right to cancel the competition at any stage if it considers such action necessary, or for reasons beyond their reasonable control, and Siemens and Network Rail will have no liability to the entrants in respect of any such cancellation.

By entering the competition, each winning entrant grants Siemens and Network Rail and all media partners an irrevocable, perpetual licence to reproduce, enlarge, publish or exhibit, mechanically or electronically on any media worldwide (including the internet) the entrant's artwork.

Winning entrants shall not object to any cropping or other minor alteration of the photographs of their artwork when used outside the remit of this competition.

By entering the competition, the teacher confirms and warrants that the students' artwork that has been submitted:

1. Is their own original work; That all copyright, and any other intellectual property rights in the artwork photograph are vested in the students and they have not assigned, licensed or disposed of or otherwise encumbered any of their rights in the artwork;
2. Does not infringe the intellectual property rights of any third party in respect of the artwork, and the school will indemnify Siemens and Network Rail against any claims made against the Siemens and Network Rail by any third parties in respect of such infringement;
3. And by entering the competition the teacher confirms and warrants that they have the permission of those pictured in the artwork (or, where the artwork pictures any persons under the age of 18, they have obtained the consent of that child's parent or guardian) for the photo to be published and used by Siemens and Network Rail.

There is no charge to enter the competition. However, all materials for the production and submission of artwork, in all forms, must be provided by the entrant.

The competition and these terms and conditions shall be governed by and construed according to Scots Law.