

# LOGO CONCEPTS

Westcroft Community Centre

# FEEDBACK FROM SERVICE USERS



**Westcroft**  
**Community**  
**Centre**

## Thoughts on current logo

- Plain, not eye-catching
- Needs bolder font
- Needs brighter and more colours
- Doesn't have much meaning to the community
- Doesn't say what Westcroft is
- Looks like a church logo
- Suggestions: more vibrant rainbow graffiti



# FEEDBACK FROM SERVICE USERS

## Most important elements

1. Volunteers and staff
2. Help & Services
3. Activities
4. Customers
5. Building rooms

## Suggested 'slogans'

Bringing the community together

Heart and soul of the community

Connecting and empowering local people

Westcroft is a nice and helpful place

Community spirit

Lovely place to be

A friendly place where everyone has a great time

Welcoming and always willing to help wherever possible

Friendly and offers plenty of help and guidance

Benefits and clubs

Westcroft rides with the tides

# CONCEPT 1: WESTCROFT AS A LIFELINE / HEART

Westcroft Community Centre: the heart of our community

Westcroft is a community lifeline

Westcroft is the heart and soul of the community

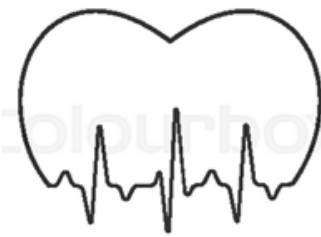
# INSPIRATIONS



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LOGOS



**Westcroft**  
COMMUNITY  
CENTRE



**Westcroft**  
COMMUNITY CENTRE

# CONCEPT 2: WESTCROFT LINKING UP THE COMMUNITY

Westcroft Community Centre: connecting & empowering  
(local people)

Westcroft: bringing the community together

Westcroft, the spirit of Burnage



# INSPIRATIONS



LOGOS



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COMMUNITY CENTRE



**westcroft**  
COMMUNITY CENTRE



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FINAL DESIGN INCORPORATING 2<sup>ND</sup> FEEDBACK

