

Creative brief for Kent and Medway Mental Health Charity Logo Icon Competition

Help us create the symbol for our new identity

The Kent and Medway Mental Health Charity is inviting people across Kent and Medway to design the icon for our new logo.

We have recently launched our new name as we begin an exciting new chapter supporting people living with severe mental illness, alongside their families, carers and communities. Now, we are looking for a simple, memorable icon that represents who we are and what we stand for.

Whether you're a professional designer, a student, an artist or simply someone with a creative idea, we'd love to hear from you.

About the charity

We work alongside Kent and Medway Mental Health NHS Trust to fund projects that go beyond core NHS funding. Thanks to the generosity of our supporters, we help improve care environments, fund wellbeing activities, support innovative ideas and create opportunities that make a real difference to patients, families, carers and staff. Our mission is to bring hope, improve wellbeing and enhance the experience of people using mental health services across Kent and Medway.

The challenge

Design a unique icon that can sit alongside the words **Kent and Medway Mental Health Charity** as part of our logo. The layout of word will remain as shown:

The
Kent and Medway
Mental Health
Charity

The icon should be:

- Simple and memorable
- Inclusive and welcoming
- Timeless rather than trend-led
- Easy to reproduce at different sizes
- Suitable for use across digital and printed materials

Design specifications

To help ensure the icon works effectively across all our communications, please keep the following in mind:

- The icon should be designed to sit alongside the charity name as it is presented here:

The Kent and Medway Mental Health Charity

- It should remain clear and recognisable at both small and large sizes, from social media profile images and websites to banners, signage and printed materials.
- The design should be scalable without losing detail or impact.
- Please consider how your design will look in both full colour and black and white.
- The icon should complement the trust brand colour palette:



- Avoid fine detail, gradients and effects that may not reproduce consistently across different formats.
- The final design should be suitable for use across digital platforms, print, merchandise and promotional materials.
- **All designs must be original work and not previously published.**

Our values

We would like the design to reflect one or more of the following themes:

- | | | |
|--------------|-------------|-------------|
| • Hope | • Community | • Growth |
| • Care | • Recovery | • Wellbeing |
| • Connection | • Kindness | |
| • Compassion | • Inclusion | |

These themes are intended as inspiration rather than a checklist.

Things to avoid

Please avoid designs that:

- Use stock images or copyrighted artwork.
- Include AI-generated artwork.
- Are overly detailed or difficult to reproduce.
- Reinforce stereotypes about mental illness.
- Include NHS logos or official NHS branding.
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Submission requirements

You can submit your design as:

- A digital file (JPEG, PNG, PDF or SVG).
- A clear hand-drawn sketch.

Please include:

- Your name.
- Your contact details.
- A short explanation (up to 200 words) describing your design and the inspiration behind it.

Entries should be submitted by emailed to: kmmh.charity@nhs.net

Judging

Entries will be judged on:

- Creativity and originality.
- How well the design reflects the charity's values.
- Simplicity and versatility.
- Suitability as a recognisable logo icon.

The judging panel will include charity representatives, mental health professionals and members of the local community.

Prize

The winning designer will receive a **£100 Amazon voucher**, and their design will form the basis of the charity's new visual identity. The charity reserves the right to refine the winning concept for practical use across all applications while retaining the essence of the original creative idea.

Competition timeline

- Entries open: Thursday 30 July
- Closing date: Monday 7 September 2026
- Winner announced: Tuesday 22 September 2026

Thank you for helping us create a symbol of hope, care and connection for people across Kent and Medway.