



Kent & Medway
Apprentice
Graduation
Ceremony

KFE4Skills Competition Brief 2024
Branding and Programme Design Challenge

The task...

You will have the opportunity to design key marketing collateral for the Kent and Medway Apprenticeship Graduation Ceremony taking place on 18th October 2024 at Rochester Cathedral.

Your task is to design the following:

1. A brand logo
2. The programme cover for the 2024 ceremony including back cover

The following pages provide some useful links and background information you will need reference to so that you are informed about the graduation and its purpose and key audiences and stakeholders.

You will be able to see the ceremony website, examples of previous programmes and their covers as well as the current logo and colours used by the graduation ceremony in recent years.



Making it Happen

Prior to the event...

As per the competition specification at <https://www.kentfurthereducation.org/skills-competitions-1> entrants are asked to:

- In advance of the competition prepare a sketchbook with conceptual ideas (not final designs).
- Bring this to the competition day as it forms the basis of your pre-competition submission.
- Arrive on the day able to create a logo design that can be used in various forms and purposes including across all social media platforms, on the website, collaborations with others, different software, in VRs or on resources etc.



Making it Happen

Prior to the event...continued

- Demonstrate a practical use of the logo and its conceptualisation, you will be asked to design a ceremony programme cover and rear cover.
- Once the design tasks are completed pitch your design ideas to the judging panel. You will have 10 minutes to present. You may choose to do this as you wish and using any tools that can be supported for that purpose on the day. For example PowerPoint.
- The judging panel will ask you questions about your ideas and design concept.

Reference Materials and sources

Kent & Medway Apprenticeship Graduation Ceremony Website: www.appgradkandm.org

The official colour of the graduation brand is green: Hex code - #40B390

