

Help us choose our new logo!

We are designing a new logo for Southend-on-Sea City Council and we want to know what you think.

A logo is an important badge for businesses or companies (like the one in the corner of this work sheet). It helps people know who they are just from one little picture, like Lego or Walt Disney.

In the boxes below, tell us what you think about each of the designs and which one is your favourite.

Write number 1 next to your favourite, 2 for your second best, 3 for your third best and 4 for the one you like the least.



Southend-on-Sea
City Council



Southend-on-Sea
City Council



Southend-on-Sea
CITY COUNCIL



Southend-on-Sea
City Council

Thank you for helping! 😊

Guidance for schools

Thank you for helping the council choose its new logo and branding.

Please print these worksheets and ask pupils to fill them in as per the instructions on the front of this sheet.

Once completed, please either scan and email them to media@southend.gov.uk

If this is not possible, please email media@southend.gov.uk and request that they are collected. Please tell us your school name and a relevant contact and best time for pick up.

Further information can be found here under item 7: <https://bit.ly/3P54oe1>

If you have any questions, please call Adam Keating on 07818 580319.

Get Involved!

We also want your view – please complete the short survey at:
yoursay.southend.gov.uk/potential-logo