

Brief for logo for SYFF!, South Yorkshire Fossil Free!

The Divestment Group of [Sheffield Climate Alliance](#) is rebranding itself as “South Yorkshire Fossil Free!”. South Yorkshire Fossil Free! campaigns on divestment issues and has strong links with the Go Fossil Free network of local groups

As a result we are looking for help in designing a logo. We will use it on our website, on banners and on printed materials.

We are not graphic designers but think we need:

- a 72 dpi and 300dpi version of the logo
- a jpg format
- an eps format so it can be re-sized to any size, so future-proofing it.
- A black/grey image as well as a colour version
- A relatively simple logo that will be legible when reproduced quite small, at the bottom of an A5 flyer, say.

Our current thoughts:

- We want to use some of the same colours that are used in the Sheffield Climate Alliance logo , to maintain a visual link with our ‘parent’ organisation. This link could be emphasized by using the same font and/or incorporating a circle into the SYFF! logo.
- We would like an orange X as part of a simple design, with a black/grey image as well as a colour version. This would reflect our link with the Go Fossil Free network (see a range of GFF logos by googling ‘go fossil free’).
- Our logo should include the word ‘South Yorkshire Fossil Free!’ in full, whether or not abbreviation SYFF! is also used.

We are looking for someone who feels able to donate their time to this project. In return we would provide you with a reference based on the work that you do.

For more information and for further clarity, please get in touch with Janet Paske on 07740 457 528.