

## Students take on logo task



■ From left: Joachim Ike, from Dagenham, James Mackinlay, Managing Director of Advanced Building & Maintenance, Madara Mozga, from Plaistow and James Bernard Piras, from Romford, who took the top prize of £100

**GRAPHIC design students at Barking & Dagenham College were challenged to create a new brand identity for local construction company Advanced Building & Maintenance, based in Grays.**

Ten students from the College, who are all studying for their BTEC Extended Diploma in Visual Communications Level 3, presented their creative ideas for a new logo and business stationery to the senior management team from Advanced Building & Maintenance. And it was 19-year-old James Bernard Piras, from Romford, who took the top prize of £100.

One runner up prize went to 18-year-old Joachim Ike (who is known as Ike), from Dagenham.

**Both won £50.**

James Mackinlay, Managing Director of Advanced Building & Maintenance, said: "We have been extremely impressed with the logo designs the students have produced. James' fantastic winning design is exactly what we were hoping for. We presented the additional second prize to Ike as he produced some outstanding illustrations which we hope to include in some of our marketing material. We got far more than we hoped for! I am so pleased we were given the opportunity to work with these talented students."

The new visual identity will feature on all the company's printed stationery, from letterhead to business cards, and digital communications.

