



PGR Festival Logo Design Competition – Guidance for Entrants

About the competition

We are inviting Postgraduate Researchers (PGRs) to design a logo for the **PGR Festival** – a new, University-wide event celebrating postgraduate research across all disciplines.

The winning design will be used as the visual identity for the PGR Festival across digital and printed materials.

No professional design experience is required – we welcome entries from all PGRs with an interest in creativity and design.

About the PGR Festival

The PGR Festival is intended to be:

- Inclusive and accessible
- Interdisciplinary
- Celebratory of the diversity of postgraduate research
- Led by the PGR community

Your design does not need to “explain” research, but it should reflect the spirit and purpose of the Festival.

Who can enter

- The competition is open to **current Postgraduate Researchers** at the University.
- Entries may be submitted by **individuals or small groups**.
- You may submit up to **[insert number] entries**.

Design guidance

We are looking for a logo that:

- Is clear, distinctive and original

- Works well across digital platforms (web pages, social media, presentation slides)
- Can be resized easily and still look good at small and large scales
- Reflects the inclusive and interdisciplinary nature of the PGR Festival

You are welcome to be creative in your approach. The logo does not need to follow a particular style, but it should be appropriate for use in a University context.

Branding and restrictions

- Do **not** recreate, alter or reproduce the official University of Manchester logo or crest.
 - The words “PGR Festival” should appear in the design, either as text or as part of the concept.
 - You may use colour, but the logo should also work in black and white.
 - All elements must be your **own original work**. Do not use copyrighted images, fonts, or graphics that you do not have permission to use.
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What to submit

Your submission should include:

- The logo design in one of the following formats: **PNG, PDF or SVG**
- A short-written description (up to **100 words**) explaining your design concept and inspiration

If you have created the design using specialist software, please ensure files can be opened without proprietary software where possible.

Judging criteria

Entries will be assessed against the following criteria:

- Creativity and originality
- Clarity and visual impact
- Suitability for use across multiple platforms
- Alignment with the purpose and values of the PGR Festival

A shortlist may be created before a final decision is made.

What happens after selection

- The winning designer(s) will be contacted directly.
 - The University will use the winning logo for PGR Festival-related materials.
 - The logo may be professionally refined or adapted for different formats, while retaining the original concept.
 - The winning designer(s) will be credited where appropriate and may reference the logo in their portfolio or CV.
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Intellectual property

By entering the competition, you agree that:

- Your submission is your own original work.
 - If selected as the winning entry, the intellectual property rights will be assigned to the University for use in connection with the PGR Festival.
 - You retain the right to reference your work for non-commercial purposes (e.g. portfolios).
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How to submit

- Submit your entry via [Forms Link](#)
- Deadline for submissions: 15th June 2026

If you have any questions about the competition or submission process, please contact amanda.aspinall@manchester.ac.uk