Bluebird Rebranding Competition.

### SUMMARY

Stagecoach North Scotland has launched a competition for the redesign of the iconic Bluebird which features on the livery of all Stagecoach Bluebird coaches. The symbol has been part of coaching history for more than 80 years and in that time there are have only been two Bluebirds. The first, a more conventional image of a bluebird was used for more than 70 years until the introduction of the current version eight years ago.

The remit of this competition is to design a new Bluebird which will incorporate the heritage of the early Bluebird and the affection in which it was held by generations of bus passengers while enhancing the Stagecoach brand with a symbol which will represent the company for the next two decades and beyond.

### THE COMPETITION

* The competition launched on Monday 3rd November 2014 and will close at noon on Monday 1st December 2014.
* It is an open competition and we encourage participation from individuals and groups.
* A cash prize of £1000 will be awarded for the winning design. The winning design will be used on all Stagecoach North Scotland Bluebird coaches.

### DESIGN SPECIFICATION

* The redesign is for the Bluebird symbol only, not for the overall livery of the coach although designers may if they wish incorporation the words “discover the bluebird” into their design. (See example in design pack)
* The design must incorporate at least one of the three colours used in Stagecoach corporate identity. Guidelines are included in the design pack. The rest is up to the designer’s imagination.
* The Bluebird symbol will appear on a white background on the side of the coaches. The design must not encroach on the side windows. An example is enclosed in the design pack. A line drawing of the Panther B12\_23 is also included for information
* Designers should include a short description, maximum 300 words, explaining their design and how they believe it fits the brief

### PRESENTATION:

* Finished designs must be presented on A3 sized paper backed onto white card or on card.
* Designers must also provide an editable electronic copy of the finished design - an .eps file and/or a high res .pdf file for use by the company producing the vinyl decal from the winning design.

### RULES:

* All submissions must be the original work of the designer. You should not submit a design that is being used by another party.
* Stagecoach retains the right to use the winning design on buses and coaches and elsewhere as required including on publicity and marketing media. Acceptance of legal agreement governing terms of usage will be a condition of winning.
* By entering this competition, designers agree to participate in publicity as required by Stagecoach North Scotland and its affiliates
* There is only one winner and one cash prize
* A selection of designs may be selected for public exhibition. No fee or prize is offered for this
* The judges’ decision is final
* Stagecoach reserves the right not to announce a competition winner if the submitted work is not of a suitable standard or appropriate to the competition brief.

### THE COACHES:

The first vehicles to carry the new Bluebird will be 12 Panther B12 coaches which have just arrived in Aberdeen. The rebranding programme of the new coaches will take place throughout December with a rollout programme to rebrand the remaining coaches in the Stagecoach North Scotland fleet beginning in early 2015.

*\*The branding symbol is used only on Stagecoach North Scotland’s fleet of coach class vehicles, not on all buses.*

### SUBMITTING YOUR ENTRY:

Entries should be submitted, by noon on Monday 3rd December, 2014 to:

**Claire Burt**,   
Marketing Manager - Stagecoach North Scotland,   
Union Square Bus Station,   
Guild Street,   
Aberdeen   
AB11 6NA  
Tel: 01224 597561.

**Informal enquiries should be directed to:**

Claire Burt - [Claire.Burt@stagecoachbus.com](mailto:Claire.Burt@stagecoachbus.com)

or

Kate Yuill – Kate@key-communications.com