

Name that train!

The WSR Hospitality department is launching a competition to create and design a visual identity for the **WEST SOMERSET RAILWAY REAL ALE TRAINS**.

Background

During 2013 we have run two trial Real Ale Trains in association with the Somerset Branch of CAMRA, including a host Somerset brewery and an optional meal. The brewery brings along a selection of beers to sell plus a range of merchandise and ambassadors to chat with passengers about their brewing processes etc. The trains run on a Saturday evening from Bishops Lydeard to Minehead and back and are adult only. All brewers invited to participate are Somerset based. We have a policy of supporting local producers where possible. We are looking to further develop these trains for 2014 and crucial to that process is a recognisable and memorable brand.

The Brief

To design a visual identity for the west Somerset Railway Ale trains, comprising a name and logo. The name and associated logo should encompass the themes of Real Ale, Somerset and of course steam trains. They should communicate the feel and experience of a Real Ale train on the West Somerset Railway. They will need to be creative but also memorable, and appropriate. The simplest ideas are often the best. Think of the MacDonald's Golden Arch, the Nike tick or take a look at www.watercressline.co.uk/product.php/10/real-ale-train-r-a-t

The Prize

Free travel on all West Somerset Railway Ale trains for 2014 and a case of bottled beer.

T&C

1. All entries to be in pdf format.
2. All entries to be emailed to catering@wsrail.net
3. All entrants must be over 18 years of age
4. Closing date Sunday 10th November 2013
5. Judges decision is final
6. In the event that no entry is suitable, no winner will be declared

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