



## Design Brief

### 1. Introduction

Big Local Gateshead is seeking an illustrator, graphic designer, or visual artist to create a series of images to accompany the branding for a new community project exploring herbal remedies.

### 2. Big Local Gateshead

Big Local Gateshead is a charity based in Teams, Gateshead ran by local residents who came together in 2012 to improve the area. We manage a handful of community spaces, including a community allotment from which [Herb Hub](#) has grown. [Herb Hub](#) aims to create a network of community growing spaces and highly skilled volunteers to grow, harvest, and prepare herbs with medicinal value to benefit the wellbeing of the community.

### 3. The Artwork

**We can offer up to £500 for this commission.**

The designer will create 5 original images depicting specific herbs to be printed primarily as postcards. Those herbs are:

Sage, lemon balm, peppermint, rosemary, and chamomile.

Each design should use a separate colour scheme, in a way that complements each other as a set. The artwork should be provided in a digital format/ratio suitable for print as a A6 postcards, and for use on both Instagram and Facebook. The image should be high enough quality to be scaled for printing on larger formats such as A2 posters or a pop-up banner in the future.

### 4. Design Process

The images should be bold, modern, and colourful, very different to traditional horticultural drawings while ensuring each of the plants is easily recognisable.

BLG ask that the designer provide some early design previews to decide the final direction of the artwork before completion.

### 5. Timeline

- Friday 27<sup>th</sup> October – Deadline to apply
- Friday 3<sup>rd</sup> November – Successful candidate informed
- Week starting November 6<sup>th</sup> – Preview images and feedback from BLG
- Friday 24<sup>th</sup> November – Final deadline for delivery of images

### 6. Application

To ask any further questions or apply please send a link to your portfolio to [suzanne@blgateshead.org.uk](mailto:suzanne@blgateshead.org.uk) including reference '**Herb Hub Design**' in your email title. You will be informed of our decision by Friday 3<sup>rd</sup> of November.