

# Jubilee Debt Campaign Brand Refresh 2018

## Design Brief

### **About us**

We are a UK charity working to end poverty caused by unjust debt.

We research global and domestic debt issues, educate people about their causes and solutions, campaign in solidarity with indebted people and countries, and work in partnership with allies in the UK and around the world to push for a financial system that puts people first.

We've helped to bring about some big changes, including:

- \$130 billion of debt cancellation for developing countries between 2000 and 2015, as part of the global Jubilee campaign.
- A UK Act of Parliament to protect 40 impoverished countries from being sued by vulture funds.
- A new set of UN principles for sovereign debt restructuring.
- \$100 million of debt cancellation for countries affected by the Ebola crisis.

Our office is based in London, near Old Street and we have 5 staff members.

Find out more: [www.jubileedebt.org.uk](http://www.jubileedebt.org.uk) (new website scheduled to launch early Feb 2018).

### **Brand Refresh: Aim**

We would like a brand refresh that gives our external communications a slightly brighter and more modern look that makes us better equipped for maximising use of digital/new media.

### **Creative / design elements**

We would like:

- Our logo refreshed, with a slightly more modern look. We are not looking for a complete redesign, it must still be recognisably our logo.
- Our colour palette refreshed, with some additional colours introduced, preferably with some bright ones we can use for eye-catching social media templates.
- New A5 print leaflet 'about us'.
- Support with continuity of straplines, (ie. help us decide which key words and phrases to emphasise across different channels).
- New social media templates, eg for shareable images such as key quotes, and key facts/stats. Including guidance for fonts and colours to use on future ad hoc shareable images.

- A new email newsletter template, powerpoint template and letterhead.
- New promotional materials such as badges, flags etc.

### **Target audience**

We aim to appeal to a broad audience. Many of our core supporters are retired activists in the UK. However, some of our upcoming campaigns will involve reaching out to students as well as people struggling with personal and household debts in different regions of the UK. We hope that a brand refresh will help us grow our online reach across different demographics.

### **Tone**

We can add more detail to this brief based on initial conversations with you. For instance, we could list other brands that inspire us. Some key words that might describe our ethos and our hopes for the redesign include: activist / campaign / people power / collective power / modern / bright / positive / inclusive / change / collaboration / justice / honest / real.

### **Timescale**

We would like to get started ASAP and the tasks can be prioritised in the order above, from top to bottom. We would like to have the new logo and colour palette ready during Feb/March with the rest of the items completed by March/April.

### **Process**

Your primary point of contact will be our Campaign Communications Officer, Jenny Nelson. We would like you to input into some group discussion with the team, for instance, when we discuss key messages/words/phrases to use on publicity materials. The rest of the time you can work from home or make use of occasional spare desk space in our office at Old Street. Your drafts will be circulated to the rest of the team by Jenny for feedback. And throughout we will be interested in your suggestions for how to make the most of this brand refresh.

### **How To Apply**

Email [jenny@jubileedebt.org.uk](mailto:jenny@jubileedebt.org.uk) as soon as possible. Please tell us a little about your experience and your initial thoughts on how you would approach the project. Please also give us an indication of your freelance fees and roughly how many days you could expect to work on the project. Feel free to get in touch if you have any questions about the work. We welcome all applications from eligible candidates, but particularly encourage applications from women, and from BAME candidates.