

DESIGN BRIEF

Visual identity for climate change and First Peoples projects

The Earth Systems and Climate Change (ESCC) Hub, in collaboration with the Steering Committee of the National First Peoples Gathering on Climate Change (NFPGCC), is seeking an Indigenous graphic designer/artist to develop a design that can be used to identify communication and information materials developed through the Hub's Indigenous engagement activities.

What we're looking for

The successful designer/artist will work with the Hub and Steering Committee to deliver an overall design concept that complements the Hub's visual identity but also clearly conveys a story about climate change, country and communities.

Ideally, the concept will include a primary logo that will sit comfortably alongside the ESCC Hub logo. This will serve as 'generic' branding across Hub Indigenous engagement activities.

For special events and initiatives, such as the NFPGCC, the logo might also include the name of the event/initiative and be presented in a different colour or with a distinguishing element, providing the event with a distinctive visual identity while still being clearly identifiable as one of the Hub's activities.

There may also be additional graphic elements and/or photographs that can be used on communication/engagement products.

The branding may be applied to a range of products including, but not limited to print/PDF publications (e.g. A4 reports, fact sheets), posters, signage and promotional products (e.g. drink bottles, bags, pens, notebooks).

Some examples of Hub products in this space at the moment can be found at:

- http://nespclimate.com.au/wp-content/uploads/2019/11/NFPDCCSC_communique01_191121.pdf (fact sheet)
- <http://nespclimate.com.au/wp-content/uploads/2019/05/191209-NICCD-report-final.pdf> (report)
- <http://nespclimate.com.au/wp-content/uploads/2016/03/ESCC-R004-TS-CC-fisheries-workshop-180601.pdf> (report)

Expressions of interest

Expressions of interest are being sought from Indigenous graphic designers/artists across the country. The successful designer/artist will be identified as the creator of the design, and their story and the story of the design will be included on the ESCC Hub website. The designer will be acknowledged on other products the design is applied to as far as is practicable.

Expressions of interest should include:

- A statement from the designer about your connection to country.
- Links to samples of your previous work.
- A quote for development of the visual identity. The quote should factor in the following core requirements:
 - Time for an initial meeting (up to one hour) to discuss requirements
 - Development of primary logo (three initial concepts, with three revisions of the preferred design)
 - Provision of logo and graphic element files (if applicable) in .eps and .jpeg formats.
 - Provision of a style guide for application/use of the design, including colours, type and placement. The guide should provide examples of how the design would appear on a report cover, fact sheet, poster and PowerPoint template. The guide should also include an artist statement about the design
 - Provision of (and rights to use) any photos in the final design concept (if applicable).
- Additionally, you may wish to provide a quote for the provision of a fact sheet template (Illustrator, InDesign or Word) and PowerPoint template.
- Please also provide your hourly rate for work additional to that outlined here (e.g. if additional logo revisions are required or extra products are identified).

If you have any queries about these requirements, please contact ESCC Hub Knowledge Broker and Indigenous Engagement Coordinator Mandy Hopkins on 03 9239 4649.

Expressions of interest should be emailed to mandy.hopkins@csiro.au by COB 6 March 2020. Applicants will be advised of the outcome within two weeks of the closing date.

About the ESCC Hub

The Earth Systems and Climate Change Hub of the Australian Government's National Environmental Science Program is hosted by CSIRO. The Hub brings together scientists from Australia's leading earth systems and climate change research organisations – the Bureau of Meteorology, the University of New South Wales, University of Tasmania, University of Melbourne, Monash University and Australian National University.

Hub research is helping to:

- better understanding the processes driving our climate system, and how they are changing.
- better understanding how the climate system may change in the future, so we can be better prepared to address challenges and take advantage of opportunities.
- make climate change information more accessible to better inform adaptation, planning and mitigation responses.

The Hub is working closely with Indigenous stakeholders to both better understand how traditional knowledge can inform Hub research and to provide useful climate change information to help look after country and communities.

For more information about the Hub's work with Indigenous stakeholders, see <http://nespclimate.com.au/indigenous-communities/>

For more information about the Hub, visit <http://nespclimate.com.au> or contact Hub Knowledge Broker and Indigenous Engagement Coordinator Mandy Hopkins on 03 9239 4649.

About the NFPGCC

The National First Peoples Gathering on Climate Change is a major national meeting to celebrate, learn from and enhance First Peoples-led climate action. It will be held around York, Western Australia in October 2020 and has the theme 'Extreme weather events: a changing world'. Water and fire will be key topics.

The Gathering will build on earlier meetings held in 2012 and 2018 hosted by Yorta Yorta Nation Aboriginal Corporation on their country. The report from the 2018 meeting is available at <http://nespclimate.com.au/supporting-a-national-dialogue-on-the-climate-change-science-needs-of-indigenous-communities/>

The NFPGCC is an opportunity for traditional owners working in communities on grass-roots projects related to climate change to come together to discuss how extreme weather events and their consequences – both cultural and environmental – impact country and communities. It will also discuss First Peoples sustainable preventative and adaptive practices and the place of western science in informing management in a changing world.

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