

# Freelance Graphic Designer Contract

August 2018

We are looking for a freelance graphic designer to work with our Communications Team on an ad-hoc basis throughout September and October, to help us refresh our brand guidelines. We've made good headway in how we want to simplify and articulate our brand, and now we need a brilliant graphic designer to help us translate our thinking into simplified guidelines for the visual aspects of our brand.

The School for Social Entrepreneurs equips people to transform communities and improve the lives of others. SSE supports social entrepreneurs and charity leaders: people who tackle social problems by starting, scaling and sustaining organisations. It helps more than 1,000 leaders of social change every year through courses, connections and support. Michael Young founded the School for Social Entrepreneurs in 1997 in London. Today, SSE's network of schools impacts communities across the UK, Canada and India.

The ideal candidate will be a key part of strengthening our charity's brand, allowing us to reach more people. We care about helping the people who are creating solutions to the world's most pressing social and environmental issues, and hope you do too.

This contract position is for work on our brand guidelines, and will include consultation on colours, fonts and other typographic elements, as well as the creation of the brand guidelines and a suite of accompanying templates for Microsoft (or other branding assets, depending on your expertise). There might be the opportunity to create further templates and assets.

**We expect this contract to require 8-9 days**

## Deliverables

- Consultation on brand fonts and colours
- Creation of updated brand guidelines, including:
  - o Brand icons
  - o Brand patterns
- Creation of Microsoft office templates (2x Word, 1x Excel 1x PowerPoint)

## Scope of work

- You can complete this contract remotely and in your own time.
- You will need to be available from time to time to attend meetings at SSE's central offices (London Bridge) and for occasional phone-calls within our normal working hours (10am – 6pm). These can be arranged to mutual convenience.
- You will need to use your own equipment (laptop, etc).
- As a contractor, you will not be eligible for SSE employee benefits or sickness pay, and you are responsible for your own tax and national insurance arrangements.
- You'll be guided by SSE's head of communications, Sophie Hobson, but will ultimately be working independently.

## Requirements

- Experience with branding essential, specifically for the charity/not-for-profit sector preferable.
- Experience creating or working on brand guidelines
- Knowledge of font licences and creative ideas about font use
- Access to, and expertise in Adobe Creative Suite
- Knowledge of colour theory and palettes
- Experience creating easy-to-use templates on Microsoft Office Suite
- Strong communication skills. The role will require the creation of materials that are easy for all staff at our charity to use, as well as guidelines on how to use them.
- A passion for social change and entrepreneurship!

**To apply for this contract please email [Bethan.mcgrath@sse.org.uk](mailto:Bethan.mcgrath@sse.org.uk) with the following:**

- portfolio link
- example of a previous template you've created
- brief description of why you're interested in the contract
- your charity day rate

**The deadline for applications is Tuesday 4<sup>th</sup> September 2018**