

Design Brief Template

Project	2026 International Overdose Awareness Day (IOAD) Logo/Graphic Design
Date	15 May 2026
Completed by	
Project Contact	Anton van der Merwe
Background	<p>Penington Institute</p> <p>Penington Institute is an independent public health organisation that turns evidence into real-world action – working with communities, services and decision-makers to respond to drug use in ways that are safer, smarter and grounded in dignity.</p> <p>We don't deal in ideology. We produce research reports that shape policy, support frontline workers, lead International Overdose Awareness Day (IOAD), and champion practical, evidence-based solutions that make a measurable difference.</p> <p>Our focus is clear: reduce serious drug harms and save lives.</p> <p>Each year we convene International Overdose Awareness Day (IOAD).</p> <p>The IOAD 2026 theme is: 25 years on. Still needed.</p> <p>"Still needed" reflects a shared global truth: overdose continues to affect people from every walk of life. Behind every statistic is a person – someone once loved and valued. And behind every loss is a ripple felt by families, friends, and communities everywhere.</p> <p>It also points to something else – something hopeful. Overdose is preventable. We know what works. From timely access to care and support, to education, to life-saving interventions, there are proven ways to reduce harm and save lives. Yet too often, these solutions are not fully seen, shared, or embraced.</p> <p>This year's theme honors the dedication of those who have carried this work forward over 25 years, while inviting more people into the</p>

	<p>conversation. It calls on all of us – across cultures, professions, and communities – to keep learning, to speak openly, and to act with compassion and on evidence.</p> <p>Because while this day is still needed, it doesn't have to be forever. Together, we can create a future where fewer lives are lost, where support is within reach for everyone, and where one day this global moment of remembrance is no longer necessary.</p> <p>Until then, we remember. We act. And we continue – together.</p>
Project Overview	<p>This year marks 25 years of International Overdose Awareness Day (IOAD). That theme and main slogan for the campaign is 25 Years on. Still needed. We are looking for a designer to create an updated logo/graphic that is an evolution of the IOAD 'people holding hands' design from 2025 (attached). We want the 2026 logo to feel like it is part of a broader IOAD story. The logo should reflect this year's theme (25 Years on. Still needed) – not be an update of last year's logo. We want a design that is more modern, fresh and aimed at a more youthful audience. It should be simple, inclusive and follow accessibility guidelines. We want this to appeal to a wide range of people.</p> <p>While we would like you to use the previous year's design as a reference, the design should be reflective of the 2026 theme.</p>
Aim/Goal	<p>Create a strong, eye-catching visual for our 25th anniversary of IOAD. It must work perfectly on small phone screens and large posters. It should not include too many colours so that it is inexpensive to use in printing. Modern, Eye Catching, Simple. An evolution and more modern interpretation of the 2025 look and feel.</p>
Audience	<p>Our main audience are middle-aged women who have lost family members/loved ones to overdose. But it's not our primary focus.</p> <p>This year we aim to attract a wider audience with a focus on the younger generation (20 - 35).</p>

	<p>The logo should also work for business, health workers and government as secondary audiences.</p> <p>Our audience is wide, purposely so, with an aim to attract as many people as possible. This needs to be a strong design to have a wide appeal and strong eye-catching ability.</p>
Attachments	<p>Uploaded on DesignCrowd</p>
Requirements	<ul style="list-style-type: none"> • Our IOAD purple should be featured in some way across most designs – but is not 100% necessary on all. IOAD Purple is Hex: #6b1fad <p>IOAD Logo/Symbol must be used (attached)</p> <ul style="list-style-type: none"> • The Design must feature the words: 25 Years on. Still Needed. <p>The Design must feature the Pennington Institute Logo</p> <p>A brand guide for Pennington Institute and IOAD has been attached, feel free to use the colours in the brand book.</p> <p>The logo should meet accessibility guidelines in terms of contrast, etc in particular.</p> <p>It should not include too many colours so that costs for print use are kept manageable (it will be used all over the world, often by marginalised communities, not for profit sector and community groups).</p> <ul style="list-style-type: none"> • Allow for 3 rounds of revisions.
Deliverables	<p>3 Different Designs that need to work across a range of categories:</p>

	<p>Please provide final files in these FOUR master Social media formats:"</p> <ol style="list-style-type: none"> 1. 9:16 Vertical (1080x1920) - for TikTok/Stories/Reels 2. 4:5 Portrait (1080x1350) - for Instagram/FB/LinkedIn Feed 3. 16:9 Landscape (1280x720) - for YouTube Thumbnails/Website 4. Banners - 1x Facebook Cover (851x315) and 1x LinkedIn Banner (1584x396) <p>Other Deliverables:</p> <p>Website Assets:</p> <ul style="list-style-type: none"> • Main Homepage Header: 1920 x 1080 px (Keep text centered for "safe zone"). • Slim Page Banner: 1920 x 600 px. • Mobile Web Version: 1080 x 1350 px. <p>Posters:</p> <p>A1 & A3</p> <p>T- Shirt</p> <p>T-Shirt Design Mock Ups – we would like to see all 3 designs on a T-Shirt.</p> <p>File Type:</p> <p>Please provide high-quality PNG, Vector and WebP files.</p> <p>Final Delivery of Source Files (AI, PSD, or Figma etc) if possible.</p>
Timeline	One week.