

# Illustration Design Brief – September 2017

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**Issued:** 12 September 2017

**Deadline:** 20 September 2017

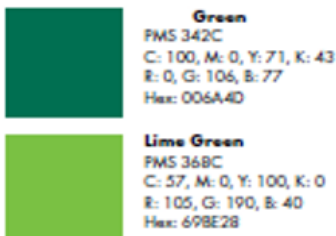
**Theme:** Illustration Design

## COLOUR PALETTE

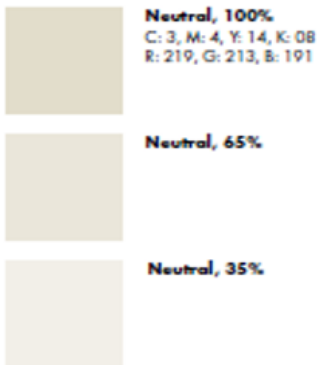
Our colour palette is an important part of our toolkit. It is one of the key elements that distinguishes us. The primary and secondary greens in our palette form the foundation of the brand and are complemented by our neutral and tertiary colours. Black and white are included as options for body text.

Our Primary, Secondary and Neutral colours can be used in a variety of ways as background colour, gradients, gradient overlays and text colours.

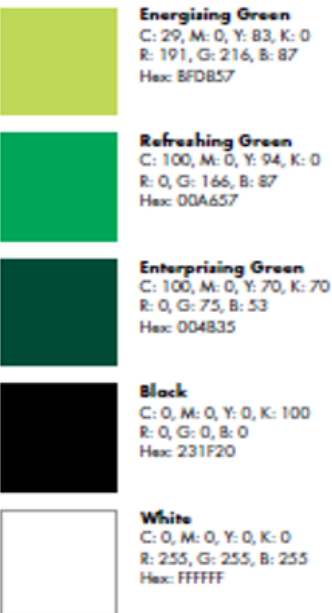
### PRIMARY COLOURS



### NEUTRAL COLOURS



### SECONDARY COLOURS



### TERTIARY COLOURS



Tertiary colours should be used only in research documents and presentations for charts, graphs and infographics.

We do not expect, nor do we need, the entire design to be entirely green or colourful. Less is more. We would rather have effective and tasteful concepts than see the entire colour palette on display.

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## COST & TIMINGS

This is a rough guide to the number of illustrations required – depending on budget. Please complete the table below and send with your submission – details of which are below.

Deliverables	Timings	Final Delivery	Cost (£)
Up to 10 illustrations full buy out			
Up to 10 illustrations full media rights			
Up to 15 illustrations full buy out			
Up to 15 illustrations full media rights			
Up to 20 illustrations full buy out			
Up to 20 illustrations full media rights			

## SUBMISSION REQUIREMENTS & CONTACT DETAILS

Please respond by 5PM on Wednesday 20<sup>th</sup> September 2017 and email a PDF to [suzanne@mrsneedham.com](mailto:suzanne@mrsneedham.com)

Please include the following in your proposals:

- 1) Proposed illustration style – just one example illustration for the brand would be great
- 2) Link to your portfolio
- 3) Cost and timings table / ball park costs