



Royal Pavilion & Museums Trust

Graphic Design Brief: *Goal Power! Women in Football*

The Royal Pavilion & Museums Trust is looking for a graphic designer to work on an exciting new exhibition project about women's football. The designer will be required to deliver a graphic identity, and exhibition and marketing designs over the period December 2021 – June 2022. There is a set fee of £7000.

This is an ideal opportunity for a creative designer interested in the power of sport to change women's lives and feminist activism.

Introduction to the exhibition: *Goal Power! Women in Football* Brighton Museum & Art Gallery, 18 June – 2 October 2022

This is more than an exhibition; this is a call for action.

2022 will see the biggest participation figures in women's football ever. Matches are now shown on live mainstream tv, stadiums will be full for the Lionesses European Championship matches, more girls are playing in schools than ever before. Football has the power to change lives, and footballers are using this power to take a stand on beliefs close to their hearts.

How do we make sure this momentum continues, that women and girls have the same opportunities to play and work in football, that women's teams are successful and sustainable?

This exhibition will give you our dream squad, women who have dedicated their lives to the 'beautiful game'. Share in their stories of resistance, perseverance, but above all a love for football that means they have trailblazed the way for women and girls today. From the feminist players of 1895 and the war worker footballers of the First World War to those who defied the Football Association to play, and those who have changed the Football Association from within. Football is a global phenomenon and the stories featured in the exhibition will reflect this.

We pledge to shine a light on their stories and experiences.

Visual identity:

We are looking for a graphic designer who can create a clear visual identity for the exhibition suitable for use across all its platforms – in exhibition graphics, on-site signage and visitor orientation, print and online publicity.

This identity must be appropriate to the exhibition content (individual personal stories reflecting global issues) as well as visually striking and accessible. Ideally applicants should have experience of producing design work for cultural or sporting organisations or projects, be able to attend occasional meetings at Brighton Museum & Art Gallery and willing to present ideas to museum staff and stakeholders. They need to be prepared to work collaboratively with the Museum project team, particularly the in-house graphic designer and 3-D designer. There should be a clear understanding and knowledge of accessibility standards required. The graphic designer should also have demonstrable interest in either the power of sport to change women's lives, and the power of activism in bringing about change, feminist history and activism.

What's required:

The successful applicant is expected to produce:

1. A *Goal Power! Women in Football* branding and visual identity guidelines document, which needs to include details on the following design elements:

- Layout/style for exhibition and marketing graphics, including printed and digital
- Usage of fonts
- Colour palette
- Use of photographic images
- Location of logos and credits

2. Final ready for print/digital use marketing designs for:

- Posters
- Marketing signage

- Animated / static graphics for use across social media channels

3. Final ready for print exhibition graphics:

- Large scale images/captions
- Text panels
- Exhibition labels

Please note that these lists are not exhaustive and additional design work may be required as part of this project for an additional fee.

Timescales:

Please send an expression of interest with your CV and examples of your previous work (this can be a link to a website) to Fiona Story by midnight on Monday 1 November.

Email: fiona.story@rpmt.org.uk

Interviews to be held on 10 and 11 November 2021

Project timeline:

Presentation of 3 potential initial design visual identity ideas by early January 2022

Completion of marketing materials ready for online use by early February

Completion of marketing materials ready for printing by end of February 2022

Work on exhibition graphics: mid-March – mid April, with amendments by end of April and ready for printers by 6 May 2022.

Fee:

£7000 (to be paid in instalments based on agreed contract and schedule).