



Red Box Project Design Brief

Introduction

The Red Box Project was established in 2017 and has the aim of ensuring that no young woman misses out on her education due to having her period. 18 months on we now have over 890 active red boxes around the UK and projects in the US.

We are looking to create a voluntary design team that can help us with imagery and branding as the project grows.

Details of the current branding, expectations and tasks are listed below.

Current Branding

We currently have a really strong and recognisable brand and ask that you stick to the current guidelines that are detailed below.

One of the reasons for the success of the project, we firmly believe, is down to our branding and recognisable logo.

We currently use the colours of pure white (#0000) and red (#F50600). These colours will remain our core colours but colours within a palette can be used once agreed by HQ.

Expectations

We need artwork that is eye-catching and is inline with our current branding. The majority of the work is printable posters as well as social media graphics. However, requests for banners and new leaflets/documents do come in so we would ask you to do these too.

We are aiming to have a team of volunteers to make up our creative team so that the case load can be shared and done around your other life commitments.

We would be looking for a 48-72 hours turnaround time on any work that is assigned to you. We can discuss this further at a later date.



Task

In order to gain an insight into your work, we would like you to upload 2 out of the 3 pieces of artwork to us. Details of the pieces are below.

- 1000 active red boxes – We always like to celebrate when we reach a milestone of active boxes that are out and about and we are fast approaching the 1000 milestone. This image would be used across our social media pages on Facebook, Twitter and Instagram.
- Illustrative cover for a report – We often produce reports about our stats for the media around the UK that request them. We would like an A4 front cover for these reports.
- Period Poverty is... - This is a chance for you to be as creative as you wish. We would like you to come up with a graphic that illustrates what period poverty is. This could have a link to the Red Box Project. The canvas is yours!

Additional Information

The deadline for submissions is: 30th September 2018

When uploading your artwork, please ensure you put your name in the file name and ensure you leave your email address for us to get in touch with you!

Thank you for your interest in the Red Box Project.