

# BRIEF – GRAPHIC DESIGNER: GREEN CLERKENWELL TRAIL

## Commissioning Organisation

Islington Heritage Service (Islington Council), part of the Clerkenwell Green 21<sup>st</sup> Century Common Project

## Project Overview

We are commissioning a graphic designer to develop the Green Clerkenwell Trail—an engaging and accessible map and suite of supporting assets connecting approximately 17 green heritage sites across Clerkenwell.

The project aims to promote community health and wellbeing, reduce social isolation, highlight local greening initiatives, increase engagement with heritage sites, and foster community pride and identity.

The legacy of the project will include an ongoing series of coordinated events across the sites.

## Creative Direction

The design should balance ecology and heritage, reflecting the urban nature of inner-Islington while conveying biodiversity, regeneration, and discovery. The tone should be inviting, exploratory, and accessible.

## Audience

- Primary: Local residents, including those experiencing social isolation
- Secondary: Visitors and tourists, local community groups

## Scope of Work

### 1. Foldable Printed Map

- Illustrated map of green spaces in the local area; approximately 17 sites over 3 routes
- Incorporation of multiple illustrations, photographs, and interpretive text provided by project partners
- We are considering A1 size, double-sided, Z-fold format but we are open to creative suggestions and collaboration

### 2. Digital & Promotional Assets

- Instagram templates
- Eventbrite banner templates
- Event poster templates

### 3. Simplified Digital Map

- Optimised for mobile and social use

### 4. Visual System & Templates

- Icon set
- Reusable templates from map

## Collaboration

Work alongside illustrator, photographer, and project team—who will be responsible for providing images etc for maps. Feedback coordinated by Clerkenwell Green 21<sup>st</sup> Century Common Project Manager.

Successful applicant will be required to attend meetings as required with the Project Manager and/or local partners/residents.

### Other Deliverables

- Print-ready PDFs
- Editable AI files
- SVG and PNG assets
- Organised file delivery

### Revisions

Minimum two rounds of revision.

### Rights

Islington Heritage Service will retain the perpetual right to reuse and reprint creative assets developed for the purpose of the Green Clerkenwell Trail.

### Timeline

Final artwork ready for print by March 2027.

### Budget

£2,000–£2,500 – offered as a fixed if

### Submission Requirements

Portfolio, expression of interest, general availability for meetings, proposed budget and fee.

### Submission Details

Submissions should be sent to the Clerkenwell Green 21<sup>st</sup> Century Common Project Manager, Clare Paul, via [museum.islington@islington.gov.uk](mailto:museum.islington@islington.gov.uk) no later than 21 June, 2026.

Islington Heritage Service retains the right to re-advertise if a suitable applicant is not found.