

DRAWING TENDER

We are looking for a designer in order to illustrate our future communication strategy.

Firm Description

The company europe&nature™ sells furnitures and decorations entirely natural and made in Europe. The goal of the firm is to offer simple, healthy, eco-friendly products for the house for affordable prices.

Digital communication description

Our goal is to launch a communication campaign on the social networks (Instagram, Facebook and blog). We wish to communicate on important subjects that substantiate our product choices. In order to do that, we would like to show the social and ecological engagement of both founders of the brand by creating two iconic characters. Through 52 boards, these two iconic characters will convey our message.

Graphic Charter

These two characters must be inspired by the couple that founded europe&nature™. We would like to see a loving couple of 45 years old approximatively. The style should be simple, sensitive but without being childish. ***To obtain the picture of the founders of the brand from which the characters should be inspired from, please contact us at the following adress : claire@europeetnature.com***

Tender - Deadline: June 30th : We would like to receive a visual proposition of both characters and small propositions of the characters inside a decor in a PNG/JPEG format **before June 30th** at the following mail adress : claire@europeetnature.com as well as your paiement modalities.

Once chosen, you should commit to execute the engagement, our privacy policy and the transfer of utilization rights of the created visuals.

Delivrables (1st version before July 30th):

- Creation of the visual identity of the iconic characters (png, jpeg, jpg or vector format)
- 60 simple boards following our descriptions already defined by us.
 - Adobe format – square and rectangular layout
 - PNG or JPG export – square and rectangular layout
- Some graphic elements to allow us to add a « non planified » communication

Rights:

Transfer of utilization rights of the characters visual.

Remuneration:

2000€ all included (conception, modifications and rights). Paiements formalities : 30% upfront and 70% at delivery.

All additional question welcomed.