

## **Volunteer – Graphic Design / Visual Identity Project**

### **About the Opportunity**

Headway North London is looking for a creative and engaged volunteer to develop a new visual identity for our small charity.

This is a great opportunity for someone hoping to work in the design sector, and wanting to build a portfolio of work. As a very small charity, your help would make a very big difference to our work.

We are an established support group within the north London community, supporting people affected by brain injury and affiliated to Headway UK. We currently offer a core set of services including support and sign-posting through our website, helpline and enquires mailbox plus a monthly support group (which is of course on hold during the Coronavirus lockdown).

Our aim is to strengthen these core services and introduce new initiatives supported by funding applications. To help us strengthen our 'brand' identity and more effectively convey the nature of Headway North London as a professional, user-centred organisation, rooted in the local community, we'd like to reimagine the charity's visual identity and introduce a more modern and cohesive design across the platforms we use.

The scope of a new visual identity could include:

- Logo
- Imagery, icons and other visual devices
- Fonts
- Colours
- Any other elements as required

The design will be employed across:

- Website
- Social media
- Email communications
- Letterhead
- Flyers / leaflets
- Business documents

### **About Headway North London**

Headway North London is a charity that supports people affected by brain injury including brain injury survivors, carers, friends and family. A brain injury can cause many difficulties, such as with memory and concentration, changes in behaviour, mobility problems, sensory loss, epilepsy, and speech and language difficulties. We support those facing these challenges, not only brain injury survivors, but their family and friends too.

### **The Project**

Ideally we are looking to complete the project within 6-8 weeks. Work can be undertaken at times to suit your schedule and we'll collaborate closely to ensure you can deliver successfully.

We can work together to develop a full design brief for example and iterate designs as the project progresses.

To apply, please email [daniel.forsythe@headwaynorthlondon.org](mailto:daniel.forsythe@headwaynorthlondon.org) with one or two examples of your previous graphic design work and an explanation of why you are interested in the project and what you would like to get out of it.