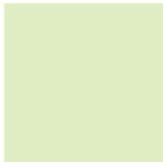
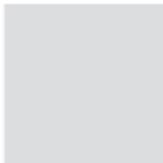


GRAPHIC DESIGN BRIEF

Project title	NSW Election Campaign 2027
Client name	Mental Health Coordinating Council
Point of contact at MHCC	Vanessa Lim communications@mhcc.org.au
Objective <i>What are you hoping to achieve with this project?</i>	Position community-based mental health care as a core priority for government investment ahead of the 2027 NSW State Election in March. Currently, the mental health system is increasingly reliant on crisis care. Community-based mental health services have proven to be more cost-efficient and effective, but they remain underfunded and the workforce is stretched.
Target audience	Primary • NSW Ministers, Shadow Ministers, MPs and political advisers • Treasury and health policy decision-makers • Other key decision makers and stakeholders Secondary • Community-managed mental health workers • Sector leaders and advocates • People with lived experience and their families
Attitude <i>Style and tone</i> <i>For e.g. Respected organisation, approachable and open, etc</i>	The visual attitude IS: • Respectful advocacy • Editorial sensibility, with good use of white space, typography & visual hierarchy and purposeful colour palette • Community centered clean imagery or attitude that has authority and trust for the upcoming 2027 NSW Election • Visually stays relevant from now until mid 2027

	• Helpful graphics done in a non-cliché or “AI” feel: creative abstraction/use of hands or people to symbolise care, door to signify the concept of ‘no wrong door’/or ‘beyond crisis’ approach • Unique • Sense of continuity, connection and sustained care – not just a crisis response The visual attitude IS NOT: • Too corporate cold or grassroots activism • Cliche graphics: No hearts, smiley faces, sun/flower/nature themes • Busy graphic with too much information, colors or activity • An advertisement or click-bait marketing • A single use graphic • Feels urgent, and sharp • Completely AI generated						
Schedule/deadlines	5 or 7 days from posting as per DesignCrowd options						
Summary of work	Create a campaign logo that includes the words ‘Care beyond crisis’ <i>Please include a short 100-200 word rationale for your logo design</i> Create a website hero banner incorporating the campaign logo (note: any photos used must feel like ‘real people’, no corporate images)						
Must haves For e.g. Mhcc brand colours and logo	MHCC font Gotham family MHCC brand colours (2 or 3 from primary or secondary or tints that work well together) Primary colours <table> <tr> <td></td><td> PMS268C C82M100Y0K12 R79G38B131 Web 502d7f </td></tr> <tr> <td></td><td> PMS166C C0M64Y100K0 R244G123B32 Web e55302 </td></tr> <tr> <td></td><td> PMS362C C70M0Y100K9 R74G170B66 Web 3d9b35 </td></tr> </table>		PMS268C C82M100Y0K12 R79G38B131 Web 502d7f		PMS166C C0M64Y100K0 R244G123B32 Web e55302		PMS362C C70M0Y100K9 R74G170B66 Web 3d9b35
	PMS268C C82M100Y0K12 R79G38B131 Web 502d7f						
	PMS166C C0M64Y100K0 R244G123B32 Web e55302						
	PMS362C C70M0Y100K9 R74G170B66 Web 3d9b35						

	Secondary Colours  PMS 381 C26M0Y100K0 R201G221B10 Web c9dd0a  PMS 214 C15M100Y42K0 R209G29B100 Web d11d64  PMS 7409 COM35Y100K0 R252G175B23 Web fc9f17 Secondary Tints Tints  PMS263C C10M14Y0K0 R223G215B235 Web decee5  PMS365C C12M0Y29K0 R225G237B195 Web c9e39c  PMS155C COM12Y28K0 R255G225B187 Web f0d5a6  PMS420C COM0Y0K15 R220G221B222 Web d0cfc9 Strong visual motif that is not cliché, i.e. do not use hearts, smiley faces, nature (such as suns, animals or plants). Please feel free to explore other motifs that might be effective. It would be preferable to have a strong visual that ties into the idea of community and care.
Core Messaging	Hook: Care beyond crisis Key message / campaign anchor: Put community-based mental health care first
Delivery	Website Hero Banner Graphic (1962 x 786) - Does not need logo in webpage banner – may be preferable without - Logo - Uses the hook, “Care beyond crisis”- can play with typography - Full colour, 2 primary colours max (preferably purple and orange or a secondary colour/s), potentially one tint (preferably the light purple or orange or to compliment the secondary colour) - A white (reversed) option - Horizontal, stacked design - Potentially the graphic element that can work without the words ‘care beyond crisis’/stand alone.

Extra details <i>This should include details of any attachments, for e.g the word document with copy or photographs to include</i>	