

**MindOut 25th Anniversary Design Brief**

**Deadline: 25th February 2024**

**Theme:** The theme for this competition is "Strength in Strides: Celebrating 25 Years of MindOut LGBTQ Mental Health.” We encourage participants to create designs that reflect the journey, resilience, and positive impact of LGBTQ mental health awareness over the past 25 years; fostering inclusivity and promoting positive mental well-being.

**Design Guidelines:** Inspirational Messaging: Incorporate uplifting and empowering taglines and messages related to LGBTQ mental health. Focus on themes of hope, resilience, and progress.

**Colour Palette:** Utilise a vibrant and inclusive colour palette that reflects all colours of the inclusive Pride flag. Consider incorporating mental health awareness colours (e.g., green for mental health, purple for suicide prevention) to convey a sense of unity and support.

**Symbolism:** Integrate symbols that represent mental health awareness and positivity. Avoid stigmatising imagery and instead focus on elements that evoke strength, growth, and community.

**Font:** Choose clear and legible fonts for any text elements. Ensure that any written messages align with the overall theme of celebration and empowerment.

**Inclusivity:** Embrace diversity and inclusivity in your design to reflect the wide range of experiences within the mental health community. Represent various cultures, genders, and backgrounds in a respectful manner.

Please note:

*We reserve the right to modify, enhance, or expand any aspect of the design, including the font. For instance, your design may be merged with another's to create the optimal and most aligned final design.*

**Submission Details:**

* Wherever possible, submissions should be in high-resolution format (minimum 300 dpi) and submitted in either JPEG or PNG.
* Hand-drawn designs will also be considered.
* Participants can submit up to two designs each.
* Include a **brief** artist statement explaining the inspiration behind the design, alongside any social media handles and written consent to share the design over our various comms channels to: [fundraising@mindout.org.uk](mailto:fundraising@mindout.org.uk) no later than 25th February 2024.

**Choosing the winning design(s):**

The top 5 chosen designs will be shared across social media on our stories for public vote, and later feature in a Highlights Reel. We will also share these designs with our service users at the end of our in-person well-being groups throughout March for voting.

The 3 designs with the highest votes will have a feature on our website and permanent Instagram grid, highlighting your artist statement, social media handles and what we love about your design.

The winning designer(s) will be invited to MindOut’s official 25th Birthday celebration in Brighton and receives a Hamper of goodies from our friends at The Body Shop.

Good luck, and Happy Designing!