

Graphic Designer/Illustrator CALLOUT
Portland Inn Project Youth Board Identity



We are looking for a graphic designer or illustrator in the West Midlands to collaborate with our Youth Board as part of a small project to create a visual identity for the Youth Board and campaign materials for an upcoming youth-led social action project in our neighbourhood.

This is an exciting opportunity to work alongside young people who are passionate about making change in their community. We're looking for a designer or illustrator who values collaboration and can work with our young people to turn their ideas into a bold, authentic, and engaging visual identity.

This new social action campaign will amplify youth voice and address issues identified by the board. The designer will play a key role in helping bring this vision to life.

About The Portland Inn Project

We believe in the power of art: as a tool in communicating our story, representing our needs and creating space for communities to learn. We advocate for people-led change, and champion the importance of art in leading that change, and in cooperation with public services. We aim to galvanise and deliver community cohesion, economic, social and cultural development in the streets where we live. Since 2016, PIP has commissioned projects & artworks responsive to a local social & political context achieving national recognition as an exemplar of embedded community development approaches, which enables our community to lead on the restoration of local pride, a sense of belonging and shared decision-making. Our Youth Panel formed in 2025, and is currently made up of 4 young people who live in the neighbourhood. They represent our wider youth club (of 20 members) and play an active role in shaping projects and leading that matter to them and their peers.

The Brief

Working collaboratively with the Youth Board, the selected designer/illustrator will:

- Facilitate X2 creative sessions or co-design workshops with our youth board
- Develop a **visual identity** (logo, colour palette and choose an existing typeface) with the youth board
- Create a poster design with the young people for their Social Action Project (The Swap Shop) suitable for digital and print platforms
- Produce adaptable assets for social media, posters, and promotional materials
- Ensure the final identity is youth-led, accessible, and rooted in our neighbourhood

We're Looking For Someone Who:

- Has experience in visual identity design
- Enjoys participatory, collaborative processes
- Has experience working with young people or community groups
- Is interested in socially engaged practice and community-led change
- Can work flexibly and responsively

Sessions and FEE

X1 scoping session with the Youth Board to understand what youth board wants @ £200 to include a 1.5 hour meeting

X1 research trip with youth board and youth board leaders (Jamal and Zahra) to inspire ideas for the visual identity/social action project @ £300 for the day

X2 workshop/hands on design sessions with youth board @ £250 per half day session

Planning/development to generate a logo/identity @ £750, this must be created with youth board members as part of these hands-on sessions – this will be used as part of a campaign to raise more awareness of Youth board and their social action projects

Plus – across the project :

£150 materials

£100 expenses (if you are coming from outside of Stoke in the West Midlands and need more budget for travel, we can support this)

FEE total : £1750 (anticipated approx 5 full days work in total across the project)

Project total : £2000 (including materials and expenses)

It is important that the engagement does not end with the collaborative sessions, but that the finished artwork is achieved **with** our youth board, for example – final works are sketched out with the youth board, and your role will include supporting this to work as a final outcome which the youth board recognise as their work with you.

Location: IN PERSON sessions with us in the neighbourhood – Hanley, Stoke On Trent

Timeline:

- **Deadline for applications:** 10 April 12pm
- **Sessions to take place** between May – June
- **Artwork finalised** with youth board members by end of June in time for the social action project

How to Apply:

Please send one pdf that includes the following:

- 1. A response to the following 3 questions from our Youth Board (600 words total) :**

A>What motivates you to be a graphic designer/illustrator?

B>Why would you like to do this project with us at the Portland Inn Project Youth Board?

C>How can you help us to make our project successful and get our ideas across?

- 2. X3 examples (description and images) of relevant work (particularly collaborative or community-based projects)**



Send in ONE PDF to REBECCA@THEPORTLANDINNPROJECT.COM by **10 April at 12pm**

PIP staff will short list from the applications, members of the Youth Board will select which applicant they want to work with from the short list.

We're excited to work with a designer who can help amplify youth voice and create something powerful with and for our community!