

The Elders: Social Media Brand Identity Redesign

Graphic Design Creative Brief

Client: The Elders Foundation

Date: 2 December 2025

Contact: Jack Martin, Digital Advocacy Manager, The Elders – jack.martin@theelders.org

Reference materials:

- [The Elders' Brand Guide \(2023\)](#)
- [Assets and specifications list](#)
- The Elders social media channels:

1. Project overview

The Elders are independent global leaders working together for peace, justice, human rights and a sustainable planet. Founded by Nelson Mandela, the organisation speaks with moral authority on the world's most urgent challenges.

We are seeking a creative graphic designer to help refresh The Elders' digital brand identity and unify and elevate our presence across digital channels.

The ideal candidate will utilise strong knowledge of social media trends and conventions to create a new design system and editable content templates to help raise the impact of our brand, enhance storytelling and allow greater flexibility and differentiation across programme initiatives.

2. Objectives

- Redesign the social visual identity to feel more cohesive, distinctive and contemporary.
- Create a modular design system (icons, motifs, layout grids, colour accents) for our programme areas and cross-cutting commitment.
- Develop editable templates for consistent cross-channel use.
- Refresh all profile and banner assets across all platforms.

3. Scope of deliverables

A. Brand and profile refresh

- Updated banners/cover images for all platforms.
- Consistent background profile image designs.
- Standardised YouTube video thumbnail styles.

- New e-newsletter design in line with social rebrand
- Cohesive visual approach linking all channels.

B. Content templates (editable in Adobe Photoshop)

1. Short and long quote graphics (with and without Elder headshots)
2. Statements
3. Press and media clips (e.g. screenshots, clippings)
4. Organisational announcements (e.g. job opportunity, new Elders)
5. Advocacy calls to action and campaign visuals
6. Policy report highlights and data summaries
7. Event and meeting visuals (high-level summits, bilateral meetings, etc.)
8. Video assets (lower thirds, title cards, endboards)

4. Design guidance

Download: [The Elders' Brand Guide \(2023\)](#)

Brand ID:

- Reflect The Elders' ethos of calm moral authority, compassion and hope.
- Maintain credibility appropriate to Elders' status as independent global leaders, avoiding overly corporate or explicitly activist design approaches
- Focus on visual impact and clarity of information

Primary brand elements:

- Elders' Blue: #152431
- Elders' Yellow: #F5C742
- Font: Montserrat (primary typeface)
- Logo: Use white or navy variants per The Elders' Brand Guide (2023)
- Tagline: Founded by Nelson Mandela in 2007, The Elders are independent global leaders working together for peace, justice, human rights and a sustainable planet.

Creative flexibility:

- Secondary accent colours and fonts may be introduced thoughtfully to support thematic or campaign differentiation.
- Consider a unifying motif, to replace the outdated 'Elders' curve', that subtly threads through templates.

5. Tone and style

- **Gravitas:** befitting an organisation of moral authority and global leadership.

- **Empathy:** human-centred and inclusive design.
- **Clarity:** generous spacing, clean typography, minimal clutter.
- **Consistency:** strong visual cohesion across all platforms.
- **Contemporary:** Intergenerational engagement is central to The Elders' ethos, and our visual ID should convey a connection to the modern landscape of digital media

6. Deliverables

- Design system and concise user guide summarizing e.g.:
 - Colour hierarchy and accessibility
 - Type hierarchy (headings, subheadings, captions)
 - Grid and layout spacing
 - Motifs and icons by programme area
 - Image treatments, gradients and filters
- Fully editable template suite (Adobe project files)
- Export-ready banners and overlays

Full list of assets specifications: [Assets and specifications list](#)

7. Responding to the brief

Applicants

The brief will likely best suit a freelance graphic designer.

Declaration of interest

If you are interested, please respond to the brief by 23:59 on 18 December, by email to jack.martin@theelders.org, with your CV and a covering note that includes:

- Examples of relevant past work and details of how your skills and experience fit the brief
- A brief outline how you will work to deliver the project, what process steps you will take and details of your preferred ways of working
- Any initial reactions to the creative challenges presented and examples of inspiration that may inform your proposal
- Any relevant details about your upcoming availability

Please note we may close applications before this date if suitable candidates to take to the next stage of the process are identified before 18 December.

8. Selection process

Interview stage and proposal

Shortlisted candidates will be asked to attend an online interview, likely to be held during week commencing 19 January 2026, to present their proposals for the project.

The successful candidate will be appointed shortly thereafter.