

CREATIVE BRIEF: NWF 2025 FESTIVAL

THE BACKGROUND

Newcastle Writers Festival is a vibrant and diverse annual event held on Awabakal and Worimi country that brings together Australia's leading writers, booklovers, and a team of 150 volunteers. The festival has evolved during its 12 years but at its core is the celebration of all forms of storytelling. The festival also reflects Newcastle, its dynamic communities, and bold cultural identity.

THE TASK

We are seeking to collaborate with a Hunter region visual artist, designer, illustrator or typographer for the 2025 festival. Your work should capture the essence of the festival and the region and reflect its unique identity. Please keep in mind that the successful imagery will be used across all festival collateral in 2025 including social media, printed brochures, advertising, and banners (so consideration into reproduction in print and digital must be considered). Our creative agency Enigma will also be involved in the selection process.

DETAILS

The festival will provide a \$750 fee. The creator will be credited, and copyright transferred to NWF for use of artwork in all promotions for the 2025 festival.

Your submission should be emailed to admin@newcastlewritersfestival.org.au by 5pm on 23 September 2024 and has to include the following information:

- '2025 Festival Design' in the subject field
- Your name
- Address (must be in a Hunter region Local Government Area)
- Bio (no more than 150 words)
- Short statement about the work, inspiration, theming etc. (no more than 150 words)

WHO IS THE AUDIENCE FOR THE ARTWORK?

Previous festival attendees and potential new attendees, as well as the broader community.

WHAT IS THE SINGLE MOST IMPORTANT THING THAT WE NEED TO COMMUNICATE?

Celebrate the stories behind the stories at Newcastle Writers Festival in 2025.

THE DELIVERABLES

Once we have approved creative, this will be used across all festival collateral (social media, printed brochures, advertising and banners). These will be created by Enigma and NWF and will not be required as part of your submission.

MANDATORIES

NWF logos found here: https://drive.google.com/drive/folders/10_jvnFvYrF30Hq_-Jo6oxzFw15SahZQe?usp=sharing

Orientation:

Portrait or square orientation is encouraged as most collateral is in these formats.

Size:

(Applicable to image files only as vector file is scalable)

Should be 300pi at A4 minimum

File Format:

Finished artwork should be provided as print and digital ready for full rollout.

Vector File – supplied as ai, eps or pdf format

Image File – supplied as hi res jpeg file

Colour Scheme

Inclusion of at least the brand yellow (tint or multiplied) from the below colour palette would be encouraged to ensure it compliments current branding that will sit alongside or frame the artwork. The earthy warm tones of NWF have been present in collateral for many years. (see examples in the link below under 'References')

Colour Palette



Theming:

1. Stories behind the Stories: “Every story is two stories. The one on the surface and the one bubbling beneath” – Grace Paley. Newcastle Writers Festival isn’t just an opportunity to celebrate and share the stories we already know and love. It’s a unique chance to discover new talent and perspectives.
2. Coming together of people to celebrate literature - sharing stories, reading, writing.
3. Location: The festival also reflects Newcastle, its dynamic communities, and bold cultural identity.

Additional:

Stories behind the stories and/or 2025 could form part of the artwork if the wording is legible. If not, these will be added around the artwork. Some modifications and resizing may be made to allow space for mandatory inclusions, logos, headline and event date.

REFERENCES

You can see previous programs for the festival and creative here:

<https://www.newcastlewritersfestival.org.au/past-programs/>