

## **Savannah Informatics - Graphic Designer**

**Nairobi, Kenya - Full-time**

**Position: Junior Level hire**

**Pay range: 50k - 60k gross**

### **SIL Graphic Designer Assessment**

- The purpose of the assessment is to assess the Graphic Design skills required for the job.
- The file should be sent in PDF format (one for digital viewing and one for print). The dimensions should be 1920 \* 1080 (either portrait or landscape orientation).
- You will have a maximum of 2 weeks after getting the assignment to have the assessment ready but submitting the assessment earlier is encouraged.

### **Assessment Overview**

- Redesign the **Millenial Decor** brand from your [portfolio](#) without reusing any of the ideas already presented in your past project.
- Present it in the form of a **Brand Book**.

It should be 6 pages with the outline as follows:

1. **Cover** - the project name with tagline
2. **Introduction** - a brief explanation of the brand's origin, voice/tone and positioning
3. **Logo** - variations of the logo to be used.
4. **Color Palette** - primary, secondary and accent .
5. **Typography** - include primary and secondary typefaces.
6. **Brand Application** - examples of how the branding will be used. This has two sections:

- **Digital Assets:** samples for social media (an event poster for LinkedIn and an infographic for Instagram).
- Then **select one** from the following 3 categories:
  - **Stationery:** (business card, letterhead and envelope)
  - **Marketing Collateral:** (A5 bifold brochure/flyer) or (banner and billboard) or (motion graphics/video ad for social media)
  - **Merchandise:** apparel (t-shirt and umbrella) or accessories (lanyard ID holder and pen)