

Fairyland Trust Graphic Design 2023 – Brand Notes

About the Fairyland Trust

The [Fairyland Trust](#) is a small charity based in Norfolk. Its mission is to engage young children with nature. Since 2001 it has created dozens of Magical Workshops and other activities which involves stories, performance and making through which children (and their parents and carers who are present), in learning about the ecology, natural history and traditional folklore associated with native British plants and animals.

It runs two large events (up to 4,000 people a weekend), the Fairy Fair at the end of May, and The Real Halloween in late October. At other times some of our Workshops and other activities appear at festivals and other events if we are hired by external organisations. Our approach is to make it fun to learn about nature and our content is designed for 3-8 year olds.

The Trust has no grants or core funding and relies on selling tickets to fund its work and events, along with the donations of its paying Supporters. The latter help subsidise the price of tickets which we seek to keep as affordable as possible. The Trust trains its core workshop crew in natural history, folklore and performance and pays key logistics crew and services and a small number of external professional entertainers but the great majority of the effort behind its events is voluntary.

Requirement

We are seeking a graphic designer with illustration skills for [The Real Halloween](#) 2023.

The core design product is our event poster, which also serves as a flier. The key elements for this are briefed by the event coordinator and their team. Sub-elements of that are then used as visual icons on web pages and in social media applications, eg MPUs, banners.

The execution of previous posters (mostly by Sam Symonds) has been a mixture of hand drawn illustration and computer aided design using layers. We want to retain this style and are not looking for a rebranding or significant departure from the style.

The requirement for the Real Halloween 2023 is:

- Design a poster (A4 format) for The Real Halloween
- Produce 4 MPUs (300 x 250) (using elements of the poster)
- Produce a banner for website (using elements of the poster)

These should be consistent with the existing brand style (see notes below).

Timing: artwork approved and ready to print by mid August.

We may also identify needs for other pieces of work as we approach the event (28 and 29 October) and will also need graphics work for the 2024 Fairy Fair.

Please submit expressions of interest, links to your portfolio and a short description of how you would approach this job and a cost estimate (copyright of finished artwork to be assigned to the Fairyland Trust). Contact: Chris Rose, chris@fairylandtrust.org by July 10th.

Recent posters for The Real Halloween

2015



Sam Symonds

2022

(see end notes for links to more visual examples)

Our Brand And Visual References

The Fairyland Trust has a well-established brand and visual signature developed since 2001.

Source elements of it, actualised in the content of our events and individual workshops, include the tradition of travelling country fairs and circuses, music, storytelling, traditional folklore associated with native plants and animals, seasonal nature-based celebrations, and real nature in the natural history tradition (species accurate, UK wildlife).

We create 'magical days out' for young families but we are a nature not a 'fairy' role-play organisation and avoid using images of 'fairies' at our events. Young children have both a natural curiosity about nature, and an capacity for imaginative play. If for example, children make [Fairy Houses](#) (a free drop in activity using found natural materials), they supply any magical visitors, not us.

When children attend workshops such as [Wizard](#) or [Fairy Training](#) the trainers stay in character but do not claim to be eg fairies. We create events and moments which allow children to populate today's surroundings (eg at Bradmoor Woods, our current venue) with their imagination.

The activities are real, not virtual: nature, outdoor play and entertainment time, not screen time. We try to design the event so as to suggest that visitors leave the C21st and enter another world.

Our events and Workshop stories are set in an undefined past when people lived closer to nature and involve encounters between humans and fairies in the widest sense of magical beings, echoing the ambiguity and indeterminacy of 'fairies', myths and legends.

We minimise the visual presence of the C21st and our crew are in costume but we are not re-enactors or LARPERs. At The Real Halloween, dressing up plays a larger part and many of the visitors do so. (See photo library).

There are also functional and entertainment elements of the events which are obviously modern eg catering and bands but we try to separate these from the Workshop and nature activity areas, apart from our magical pub, The Good Elf.

Our environmental mission is expressed through actions designed to help families help nature, such as the Plastic Free Fancy Dress show which is especially relevant at Halloween, and advice on how to grow more wildflowers at home (eg in the Fairy Gardens Workshop and Fairy Queen's Garden, at the Fairy Fair). We are at pains to try and make ours plastic-free events (including packaging from craft /food stalls) but that is a 'hygiene issue' for the brand, not a topline message. Sustainability is a subtext.

Our Audience

The events are attended by approximately equal numbers of children (mostly 3 – 8yrs) and adult family members. Ticket buyers are mainly female, 35 and up. The tone of the event and communication is more similar to activities for children at music festivals than events run by conventional nature groups. New visitors increasingly refer to the events as 'festivals'. There are no leaflets handed out or pitching about environmental issues, and no other NGOs are present except for Wild Touch animal rescue charity.

Iconography and Signature

We also try to relate our graphic content to nature and stories of the imagination which are known to contemporary young families, for example in their story books, and use humour in our Workshop stories. Stylistic references have in the past included Lauren Child and Julia Donaldson (Axel Scheffler).

Our main brand colour is purple (Pantone medium Purple C), used in signage on site and in our logo. Our event theme colours are drawn from wildflower meadows in spring (Fairy Fair) and autumnal colours at The Real Halloween.

In planning the visual theme and promotion of the Fairy Fair and The Real Halloween we usually pick an element of the nature featured in Workshops and our communication to potential visitors and Supporters. At recent Fairy Fairs this has been a Queen (Bumble) Bee

in a tutu and at The Real Halloween, a Hedgehog on a broomstick. Both relate to Workshops at the event, and conservation issues.

At The Real Halloween we discourage masks (and any shop-bought new plastic costumes) because these frighten many children. Mask iconography does not appear in any of our visuals. The event ends with a lantern parade (using decorated jam jar candle-lit lanterns) through the woods which is a major visual reference.

We try to use traditional white canvas marquees, yurts, domes and round tents ('Medievals') for all our activities and Workshops and these are part of the visual signature of the events, together with bunting, flags and costumed characters, walkabouts etc.

Our setting and location is the boundary between nature and the human world, whether at the scale of a large event (eg in Bradmoor Woods) or in an individual Workshop (decorated with ivy etc), or a garden hedge or corner created with planting wildflowers. Our action is making the connection between children and nature (eg with a Workshop make such as a Magic Wand).

Online Reference

We have left the 2023 Fairy Fair pages published at www.fairylandtrust.org

Past artwork examples <https://www.fairylandtrust.org/wp-content/uploads/2023/06/Past-Artwork-examples-FLT-2023.pdf>

Photos: <https://www.fairylandtrust.org/fairy-fair-2023/>

News Blog <https://www.fairylandtrust.org/news/page/2/> (browse for past activities)

Videos <https://www.fairylandtrust.org/videos/> (more at <https://www.youtube.com/channel/UCiEQQffgnxdKACqiDhSoU6g>)

Facebook <https://www.facebook.com/fairyland.trust>

Instagram THR story <https://www.instagram.com/stories/highlights/17955697771967779/>

TikTok <https://www.tiktok.com/@fairylandtrust/video/7237737973645593882>

Twitter <https://twitter.com/fairylandtrust>