**Project Overview**
Massachusetts Farm to School (MFTS) is seeking a graphic designer to standardize our externally facing digital and print graphics. We are looking for a designer who will build upon our existing graphic materials (ie. logo & color scheme(s)) and work closely with our Communications Director to design new materials. Designs and templates should enhance MFTS’s current brand identity across print and online platforms.

**Organizational Background**
MFTS was founded in 2004 as a grassroots initiative to increase access to healthy, locally-grown food in schools and other institutions across the state. Our mission is to strengthen local farms and fisheries and promote healthy communities by increasing local food purchasing and education at schools. We believe that all students - regardless of race, place, or class - deserve access to local foods and food education in school.

MFTS works in the following ways to impact local food procurement, promotion, and education in institutions across the state. 1) We provide training and technical assistance to school food service professionals, farmers and fishermen, distributors, educators, and other advocates; 2) We coordinate local food outreach and promotion through our Harvest of the Month campaign; 3) We facilitate networking of farm to school practitioners; and 4) We provide leadership to advance policies that support expanded farm to school activity.

**Project Scope / Deliverables / Expectations**
*Review, update, and standardize our print & digital marketing materials. Including the following:*

- Updated Style Guide (including colors, fonts, templates)
- Create template for printed handouts (ie. Legislator Information, Farm to School 101 series)
- Create template for Annual Report (Cover, TOC, 3-4 interior report pages)
- Create social media graphic templates
- Review/Update/Create Infographic Template, including creating/developing iconography
- Create e-newsletter design template(s)

*Expectations*
- Ensure that externally facing designed materials are of the highest quality and free of errors and delivered on time
- Able to provide accurate mechanical files for production for external print vendors when necessary/requested
- Must provide art files at project completion to ensure files can be edited in-house and to allow MFTS to archive all designed projects

**Requirements**
- Experience with strong conceptual development, visualization, typography, print design layout skills
- Experience producing graphics and design layouts for a variety of projects (including brochures, e-newsletters, signs, online and print ads, promotional items and other publication design layouts) from concept to completion
- Experience designing templates and reports
- Understanding of and experience in branding, layout, color theory and typography
- Proficient in Adobe Creative Suite (InDesign, Illustrator, Photoshop) and Powerpoint
Budget
Up to $5,000.00 depending on the final scope of the project.

Submission Information
Please submit a resume, portfolio of related work, and two references to dena@massfarmtoschool.org. Submission deadline: March 5, 2021.