



Shire of  
Serpentine  
Jarrahdale

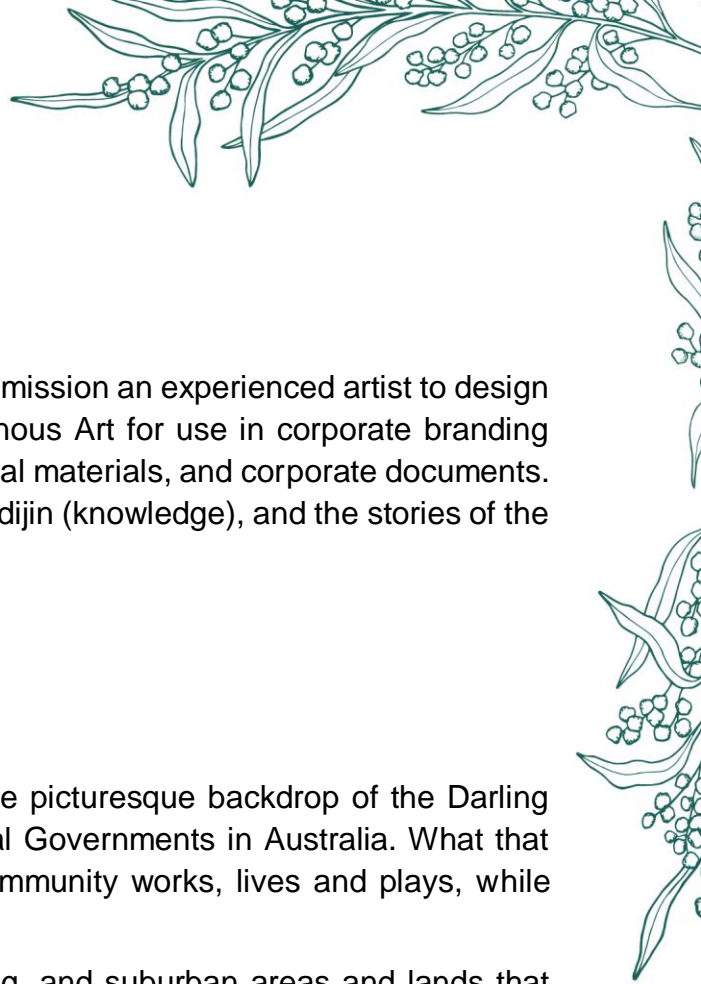
**DESIGN BRIEF  
CULTURAL ARTWORK**



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## Introduction

The Shire of Serpentine Jarrahdale is looking to commission an experienced artist to design and develop three graphic design pieces of Indigenous Art for use in corporate branding including but not limited to: Staff uniforms, promotional materials, and corporate documents. The artworks should reflect the boodja (lands), kaartdijin (knowledge), and the stories of the Serpentine Jarrahdale region and its people.

## Background

Located just 45 minutes from the Perth CBD on the picturesque backdrop of the Darling Scarp, our Shire is one of the fastest growing Local Governments in Australia. What that means is that we are transforming the way our community works, lives and plays, while maintaining connection with tradition.

With a rich history that spans cultural, rural, farming, and suburban areas and lands that include built spaces, national parks, and nature reserves, the Shire covers 905km<sup>2</sup> and is currently home to over 38,000 people.

## Concept

The broad vision for the artwork is that it shall represent the history, nature, and lifestyle of the area, recognising and celebrating the history of the areas' first people. The artwork should help to define the area and create a sense of cultural identity that can be used in conjunction with Shire branding.

To facilitate the community connection with the artworks, the Artist is to hold three workshops with community where they will share their story and hear from attendees about what makes the Shire special to them. Attendees can create a piece of art to take home or be directly involved in the design process at the Artist's discretion. Discussions at the workshop will form part of the Artists inspiration for the final pieces.

The Shire will assist in the scheduling and advertising of these workshops and provide appropriate venues, the Artist is to include the cost of materials and facilitation in their scope of works.





Workshops will consist of up to 20 participants in each session. The three workshops will be held for Youth, Adults, and Shire Staff and will be open to attendees of all cultural backgrounds.

## Themes

The Shire's Public Art Strategy and Masterplan has three key themes; Natural Environment, Belong, and Playfulness and can be viewed [here](#).

An overarching theme of culture, nature, family, and community should be considered for the artwork. Artists may also wish to include references to the natural environment and flora and fauna within the Shire of Serpentine Jarrahdale.

The target audience includes all members of the community, visitors to the area, and corporate stakeholders, the design should be eye catching and engaging.

Artists are encouraged to consider design elements and colours that compliment or include the Shire's colour palette which is inspired by natural earthy tones.

## Colour Palette

### Corporate - Main



**Pantone 2955 C**  
CMYK 100, 10, 0, 10  
RGB 0, 52, 104  
HEX #003468



**Pantone 7546 C**  
CMYK 74, 48, 31, 66  
RGB 30, 54, 69  
HEX #1e3645



**Pantone 626 C**  
CMYK 80, 30, 55, 40  
RGB 28, 96, 88  
HEX #1c6058



**Pantone 7576 C**  
CMYK 11, 65, 79, 0  
RGB 221, 118, 73  
HEX #dd7649

### Event & Program Marketing - Secondary



**Pantone 7666 C**  
CMYK 42, 50, 25, 48  
RGB 95, 79, 96  
HEX #5f4f60



**Pantone 7751 C**  
CMYK 15, 25, 78, 0  
RGB 220, 184, 88  
HEX #dcb858



**Pantone 7490 C**  
CMYK 50, 10, 75, 10  
RGB 126, 168, 97  
HEX #7ea861



**Pantone 876 C**  
CMYK 38, 58, 71, 21  
RGB 139, 99, 75  
HEX #8b634b

### Corporate Gradients



**Pantone 2955 C**  
**Pantone 7546 C**

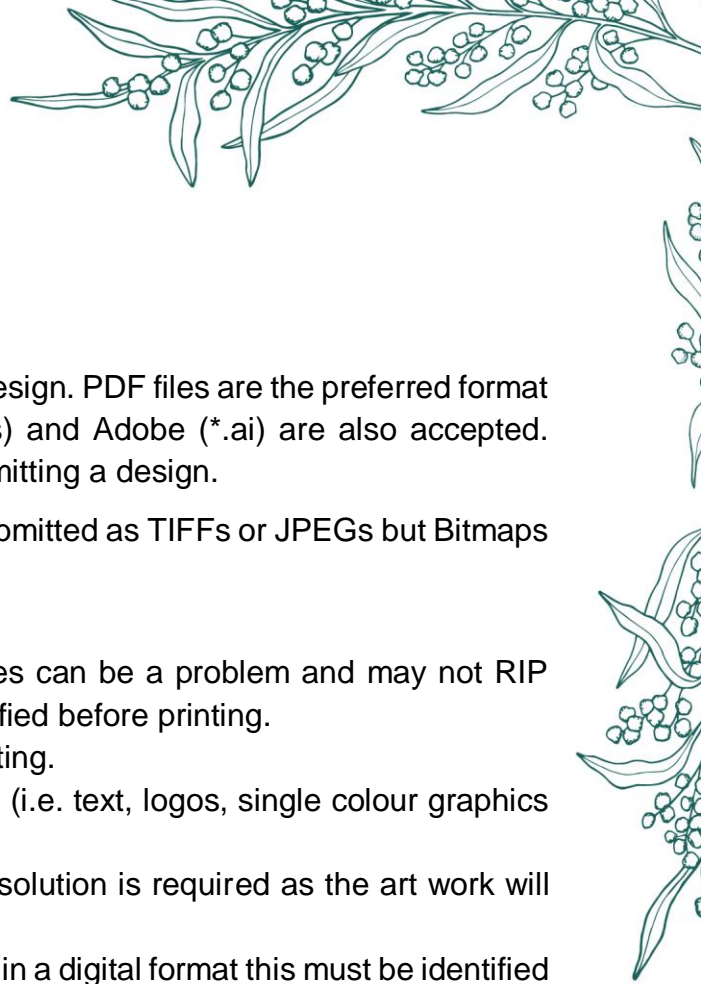


**Pantone 626 C**  
**Pantone 7546 C**



**Pantone 7576 C**  
**Pantone 7666 C**





## File Formats and Requirements

Applicants will need to submit a digital form of their design. PDF files are the preferred format for applications but Encapsulated PostScript (\*.eps) and Adobe (\*.ai) are also accepted. Please also note the following conditions when submitting a design.

Photographic images it is preferable that they are submitted as TIFFs or JPEGs but Bitmaps are also acceptable.

CMYK and spot colours

Complex and layered images with transparencies can be a problem and may not RIP well. If there is an issue, the client will be notified before printing.

A bleed boarder of 10mm would be ideal for printing.

Vector is preferable to bitmap where appropriate (i.e. text, logos, single colour graphics elements ect)

Resolution should be between 300 DPI. High resolution is required as the art work will be used for many different purposes.

Where an Artist is not able to supply the final designs in a digital format this must be identified at the time of application so that options for converting the artwork can be discussed before an artist is selected.

The cost of converting artworks to digital format is to be borne by the Artist unless alternate arrangements are agreed to prior to appointment.

## Final Artwork and Ongoing Use

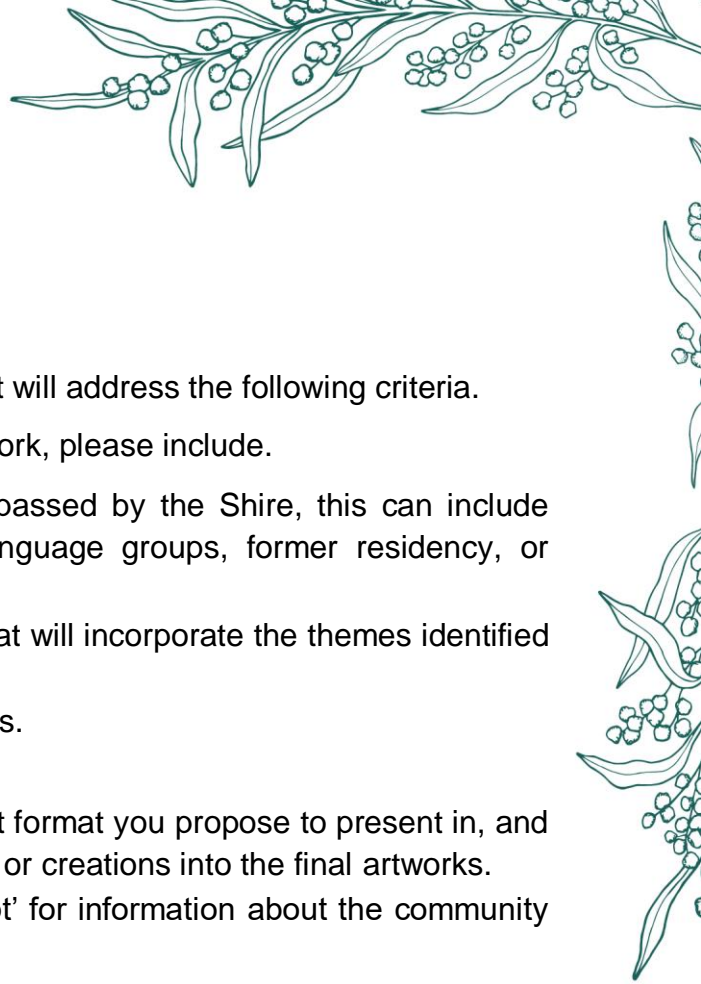
The Shire reserves the rights to the final artworks, designs and original products including where the original work is produced in an alternate format (eg: canvas paintings). The Artist is not permitted to sell, gift, donate, or otherwise distribute the artworks or original products to a third party.

The Shire reserves the right to unlimited reproductions of the final artworks for a period of up to 10 years.

The Artist agrees that reproductions may include the artwork in full, a portion of the artwork, or elements of the artwork digitally extracted on the understanding that the Shire will, at all times, in the use of portions or elements of artworks, maintain their original sale and integrity.







## Criteria

When submitting an expression of interest, the Artist will address the following criteria.

1. An introduction of yourself and your artistic work, please include.
  - Your connection to the lands encompassed by the Shire, this can include traditional heritage, connection to language groups, former residency, or current residency.
  - Your vision for this project and how that will incorporate the themes identified above.
  - Some examples of your previous works.
2. An outline of the community workshops, what format you propose to present in, and how you will incorporate these conversations or creations into the final artworks.
  - Please refer to page 3 under 'Concept' for information about the community workshops.
3. Detail your ability to provide the final artworks in digital formats as requested above.
  - If you are not able to supply artworks in a digital format, please describe your chosen medium. If shortlisted a Staff member will be in contact to discuss the impacts of converting works to digital format before progressing to final stages.

When assessing the expressions of interest, the panel will address the following:

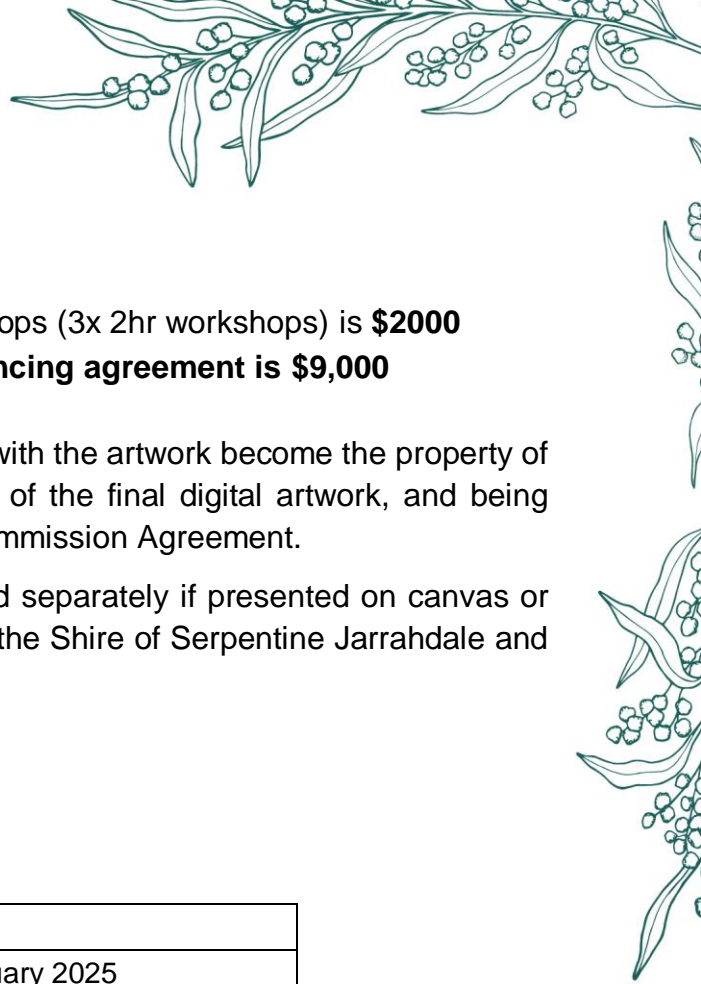
- The artist has demonstrated artistic skill which may include experience with similar projects.
- The artist has responded to the brief correctly and demonstrated a clear understanding of the project objectives.
- The quality and creativity of the proposal is of a high standard.
- The artist has demonstrated an understanding of, and ability to deliver community workshops.

## Commissioning Fee

Selected artists will be paid a \$9,000 ex GST commission fee, regardless of how many pieces they are submitting this incorporates the following elements:

- The total fee for the commission is **\$2,000** and the fee for the license is **\$5,000**





- The fee for the delivery of community workshops (3x 2hr workshops) is **\$2000**
- **The total fee for this commission and licencing agreement is \$9,000**

Ownership of the artwork, and all rights associated with the artwork become the property of the Shire of Serpentine Jarrahdale upon provision of the final digital artwork, and being procured via the Arts Law Public Art Design and Commission Agreement.

The original artwork commissioned is not to be sold separately if presented on canvas or photographic image and will remain the property of the Shire of Serpentine Jarrahdale and should not be reproduced.

## Implementation Timeline

Milestone	Date
Concept design submissions close	Friday 28 February 2025
Selected artist notified	Friday 21 March 2025
Community Workshops	3 x workshops to be delivered during the week of 7 <sup>th</sup> - 11th April 2025
Design development	21 March – 9 May 2025
Final Design acceptance	Friday 9 May 2025

## Contacts

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