

Pancreatic Cancer Action's Art Competition Design Brief



Thank you for your interest in taking part in our art competition! We are looking forward to seeing your submissions and wish you all the best. If you have any questions please do not hesitate to get in touch:
Lucy@panact.org or call 0303 040 1770

Charity overview for your reference

Our Vision

Our vision is that everyone survives pancreatic cancer.

Our Mission

Our mission is to improve survival rates of pancreatic cancer by ensuring more people are diagnosed early and that everyone has access to effective treatments, support, information and care.

Our Objectives:

A Awareness - increase public awareness and knowledge of pancreatic cancer and its symptoms to achieve early diagnosis

C Campaign and lobby the government and key stakeholders for change to advance the standard of healthcare for individuals affected by pancreatic cancer

T Train and provide pioneering educational resources for our medical and health-care communities

I Innovative research - we fund it, we support it - to improve early diagnosis and develop effective treatments to improve pancreatic cancer outcomes

O Offer the provision of practical and emotional support and information to all affected by pancreatic cancer

N Now – we are the action charity and action is needed more than ever before!

Value proposition/ Our strap line

Saving lives through early diagnosis.

What we do

Pancreatic Cancer Action is the only charity that specifically focuses on improving pancreatic cancer outcomes through early diagnosis.

We raise awareness of the symptoms with the public and ensure that everyone affected by pancreatic cancer is offered access to support, free information and care. We support and fund innovative research, provide pioneering educational training resources for medical professionals while campaigning to advance healthcare.

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Artwork brief

Pancreatic Cancer Action have the opportunity to produce a set of bespoke charity e-cards that will be available for members of the public as well as our supporters to send to friends and family for free alongside a donation to Pancreatic Cancer Action. The cards will be available on the website www.dontsendmeacard.com and will launch at Christmas!

There are various categories for the e-cards and we would like our budding designer to create a card for each (or if you are feeling adventurous a set of cards for each category!).

1. **Happy Birthday**
2. **Happy Christmas**
3. **Thank you**
4. **Thinking of you**

You can view what other charities have produced here:

- [Christmas designs](#)
- [Birthday designs](#)
- [CLIC Sargent](#)
- [The Dogs Trust](#)
- [Lymphoma Action](#)

The design specifications/requirements

1. All artwork must be supplied in the following format:
 - Supply a 600x600 pixel e-card image
 - JPEG or looping animated GIF file
2. The card design must feature our logo on the front of the card (white out logo or colour and this must not be distorted in anyway)
3. Please download Pancreatic Cancer Action Brand Guidelines for reference which are available at www.panact.org/artcomp

Artwork submission emailed to Lucy@panact.org or sent via We-Transfer by 6pm on the 31st November 2020 - must include your name and contact details!