

## **TSN is looking for an independent graphic designer**

### **ABOUT THE SIGNALS NETWORK**

The Signals Network (TSN) is a 501(c)(3) nonprofit organization founded by journalists, lawyers, transparency activists and whistleblowers to support and protect those who witness wrongdoing and share public interest information with the press.

### **WHAT WE ARE LOOKING FOR**

TSN is seeking an independent graphic design contractor to create several templates for our graphic design needs. The designer will enhance TSN's visual identity based on the existing style guide, logos, color schemes, fonts and graphics that TSN already uses. The designer will create appealing graphics that fits with TSN's overall identity and which the TSN team will be able to easily update on their own for recurring use.

The graphic designer must be proficient in Adobe Illustrator and InDesign.

### **GRAPHICS NEEDS**

The immediate need is for the following graphics:

- A template for one-page and two-page informational documents for the purpose of fundraising and raising awareness of TSN. This should be created in Adobe Creative Suite.
  - Apply this template to two current documents
- A new template design for TSN's monthly newsletter. The newsletter is sent via email using the Keela CRM.
- A template for TSN's 25-page+ Tech Worker Handbooks for Ireland and the U.K. This should be created in Adobe creative suite.
- Refresh of TSN PowerPoint presentation template
- 1-2 graphics explaining TSN's business model. These will be used on the TSN website.
- Updates to some TSN webpages

The designs will be adaptable for PDF format, email format and web format. TSN will be given rights to the graphics to use and modify as needed.

### **TSN STYLE GUIDELINES**

TSN uses two fonts: **Roboto** and **Lora**.

- Primary colors:
  - Bright Red: **HEX #D20000**
  - Dark Red: **HEX #C0011A**
  - Black: **HEX #000000**

## **RECOMMENDATIONS GOING FORWARD**

We recommend clear, crisp visuals that clearly explain the work we do at TSN. We have multiple groups we hope to raise visibility for, among them journalists, donors and lawyers. The designer will be responsible for brainstorming new visuals based on our collection of existing graphics and logos.

We recommend updating the layout of TSN's ["Impact" webpage](#) to be more navigable, appealing and comprehensive, per guidance from the TSN team. For example, each item on a whistleblower or media collaboration will be a link to its own web page, showcasing each example as a one-page case study, in PDF format. The final product will be able to be updated and added to by members of the TSN team.

We also recommend creating a graphic representation of a timeline of major events related to whistleblowing and subsequent policy changes, including events from whistleblowers we support. TSN will provide the factual substance of the timeline.

## **TERMS**

It is the goal of The Signals Network to establish long-term relationships with vendors, and that is especially important for our graphic design vendor. Please provide a proposal for the work outlined here, either as a lump sum or hourly rate, as well as a recommendation for an ongoing retainer with approximately 1-2 graphics per month and/or 10 hours per month.

## **TO APPLY**

Please send your resume, examples of work and location by April 30, 2023 to [info@thesignalsnetwork.org](mailto:info@thesignalsnetwork.org).

**EXAMPLES OF EXISTING GRAPHICS, TEMPLATES**  
**Our E.P.I.C. approach**



**EMPOWERMENT** – Empower workers and whistleblowers on their rights to report wrongdoing and speak out.



**PROTECT** – Provide holistic and individualized support to selected whistleblowers who have shared public interest information with the press, including legal, psychological, temporary safe-housing, job support and more.

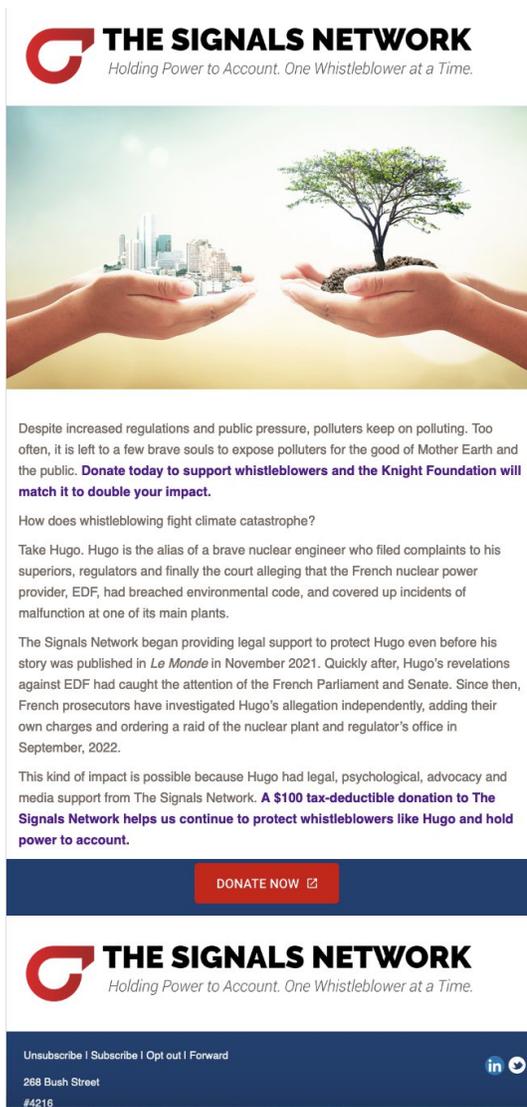


**INVESTIGATE** – Coordinate and support journalists working with whistleblowers and investigating wrongdoing committed by powerful companies or government.



**CHANGE** – Advocate and contribute to coalitions for greater corporate and institutional accountability and more protections for whistleblowers.

**The above graphic is currently on our website. TSN wants an updated graphic that better shows how the “Protect” pillar encompasses the other three pillars: Empowerment, Investigate, Change.**



**THE SIGNALS NETWORK**  
Holding Power to Account. One Whistleblower at a Time.



Despite increased regulations and public pressure, polluters keep on polluting. Too often, it is left to a few brave souls to expose polluters for the good of Mother Earth and the public. **Donate today to support whistleblowers and the Knight Foundation will match it to double your impact.**

How does whistleblowing fight climate catastrophe?

Take Hugo. Hugo is the alias of a brave nuclear engineer who filed complaints to his superiors, regulators and finally the court alleging that the French nuclear power provider, EDF, had breached environmental code, and covered up incidents of malfunction at one of its main plants.

The Signals Network began providing legal support to protect Hugo even before his story was published in *Le Monde* in November 2021. Quickly after, Hugo’s revelations against EDF had caught the attention of the French Parliament and Senate. Since then, French prosecutors have investigated Hugo’s allegation independently, adding their own charges and ordering a raid of the nuclear plant and regulator’s office in September, 2022.

This kind of impact is possible because Hugo had legal, psychological, advocacy and media support from The Signals Network. **A \$100 tax-deductible donation to The Signals Network helps us continue to protect whistleblowers like Hugo and hold power to account.**

[DONATE NOW](#)

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268 Bush Street  
#4216



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**TWITTER'S RESPONSE TO HUNTER BIDEN LAPTOP STORY**  
The New York Post published a story about Hunter Biden's laptop in October 2020. Twitter blocked access to the story, citing possible misinformation.

Twitter whistleblower testifies to Congress in high-profile hearing

Twitter whistleblower **Anika Collier Navaroli** testified before the U.S. House Committee on Oversight and Accountability during a hearing about social media bias. Navaroli told the Committee that “Twitter’s leadership bent and broke their own rules in order to protect some of the most dangerous speech on its platform.” She warned lawmakers: “If we do not fix social media, January 6th will happen again.”

The Signals Network represents Navaroli and provides her with support through its Whistleblower Protection Program.

Read about the hearing [here](#).



Ex-Facebook content moderator, whistleblower speaks at UNESCO

**To the left are two examples of templates that need to be updated: one is a recent email to prospective donors and the other is a recent monthly newsletter.**

**TSN wants to update its email templates to make them more appealing, digestible and uniform.**