

MGF3.0 - Call for Graphic Designer

Mr.Goodfish3.0 - Call for Offer

Graphic designer for serious game development

FROM

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1. Introduction

Ecsite - the European Network of Science Centres and Museums - is currently looking for a graphic designer to collaborate with to produce a serious game for an EU-funded project - Mr.Goodfish3.0.

[Mr.Goodfish3.0](#) - Co-creating solutions for sustainable seafood consumption - is an EU-funded project raising awareness for responsible consumption of sea, freshwater and aquaculture products by upgrading and expanding the existing Mr.Goodfish app and deploying an EU-wide awareness campaign.

The project is funded under the European Union's research & innovation programme Horizon Europe and the EU Mission "[Restore our Oceans & Waters](#)" which aspires to protect and restore the health of European oceans and freshwaters through research & innovation, citizen engagement and investments in the blue economy, with a 2030 target. Mr.Goodfish3.0 also builds upon other well-established initiatives such as the European Union's [#TasteTheOcean](#) campaign.

As part of the development of a large-scale awareness campaign, Ecsite is developing a campaign package of material ready to use and adapt by our project partners and network of multipliers who support Mr.Goodfish3.0 across Europe. Among other elements, the campaign package will contain a **collaborative serious game** to support intergenerational engagement of teenagers (from 12 years old) and adults (including seniors).

The serious game is expected to be ready by 16th October 2025 for the launch of the campaign package on World Food Day, with a working plan starting from March 2025.

This document includes a project overview and a description of the tasks and timeline. Please feel free to contact cboissenin@ecsitemuseum.eu with questions or comments if needed.

2. Brief and tasks

Ecsite is looking for a graphic designer who will help with the graphic design of an open licence printable serious game. The game aims to raise awareness of the challenges related to consumption & production of seafood. It will be a collaborative board game for groups of maximum 6 players, meant to be played in person in sessions of about 60 minutes. It will be adapted for anybody above 12 years old and no pre-existing knowledge on responsible seafood consumption is required. To consult the game concept and draft rules, please refer to Annex 1.

The successful candidate will work with the team at Ecsite to deliver the following elements of the serious game:

- Revision of the existing Mr.Goodfish mascot for integration in the game design (see Annex 2)
 - The revised mascot will form part not only of the serious game but will also be included in the project's visual identity guidelines presented in Annex 2.
 - The revised mascot is expected to be inclusive and universal (limited cultural, gender & ethnical bias).
- A board in A3 or A2 format (see Annex 1 for concept)
- Fillable templates for the following card decks (see Annex 1):
 - Character cards
 - Quest cards
 - Challenge cards
 - The graphic designer will agree on suitable dimensions for the cards with the Ecsite team.
- Design for pawns and badges (see Annex 1 for description of their use)
- A game rule book (4-page design max)

Important information concerning the outputs:

- The selected candidate is not expected to develop a new visual identity for the game. They will work based on the current visual identity guidelines (see Annex 2).
- The serious game will be available in open licence under CC-BY-SA and must be delivered in editable formats for our partners to adapt and translate. To this end, we will also request the selected candidate to propose fonts in Cyrillic and Greek alphabet to complement the existing Mr.Goodfish visual identity.
- We aim to make the game as inclusive as possible. We will work with the selected candidate to facilitate inclusive graphic design and cater to different player needs (e.g. colour blindness, neurodivergence, senior players...)
- The selected candidate is not in charge of content and concept development: the concept, rules and card content will be generated by Ecsite.

3. Budget

The indicative range of budget for this job is 3000 to 5000EUR excl. VAT.

4. Who can apply

This call is for a graphic designer based in the European Union. We will consider freelancers, one-person businesses and graphic design agencies.

5. Selection criteria and process

Proposals will be assessed based on the following criteria and documents submitted by the applicant:

Criteria	Document to submit
Price efficiency (40%)	Detailed financial offer
Excellent understanding of the assignment (20%)	Your brief written description of your proposal: design intent, adaption of the current visual identity
Clear and well-defined working process & timeline (20%)	Methodology and project timeline with major tasks and milestones: how do you plan to collaborate with Ecsite

Proven ability to deliver the requested outputs (20%)	A portfolio of similar projects
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Experience with inclusive design and/or game design is considered an advantage.

The proposals will be reviewed by Ecsite.

6. How to apply

The deadline to apply is 23:59 (CET) on 07/04/2025.

In order to give us the possibility to assess your offer, please prepare a single document in PDF format, considering the criteria set out in section 6.

Please send the document to the following email: cboissenin@ecsite.eu. Only complete proposals submitted before the deadline will be assessed.

7. Schedule

The result of the selection process will be given by 17/04/2025. The collaboration agreement will be signed in the following week at the latest.

- Upon signature of the contract: Ecsite shares all game material already available.
- By mid-April: Kick-off meeting with Ecsite
- By mid-May 2025: first draft outputs available for feedback
- By mid-June: first round of iterations completed and available for finetuning
- June 2025: Ecsite completes the templates with scientific content
- By 10 July 2025: Prototype ready and printed by Ecsite. Game tested with partners.
- Between 10 July and 16 October 2025: Final round of iterations based on partners feedback

- October 2025: Official Game Launch

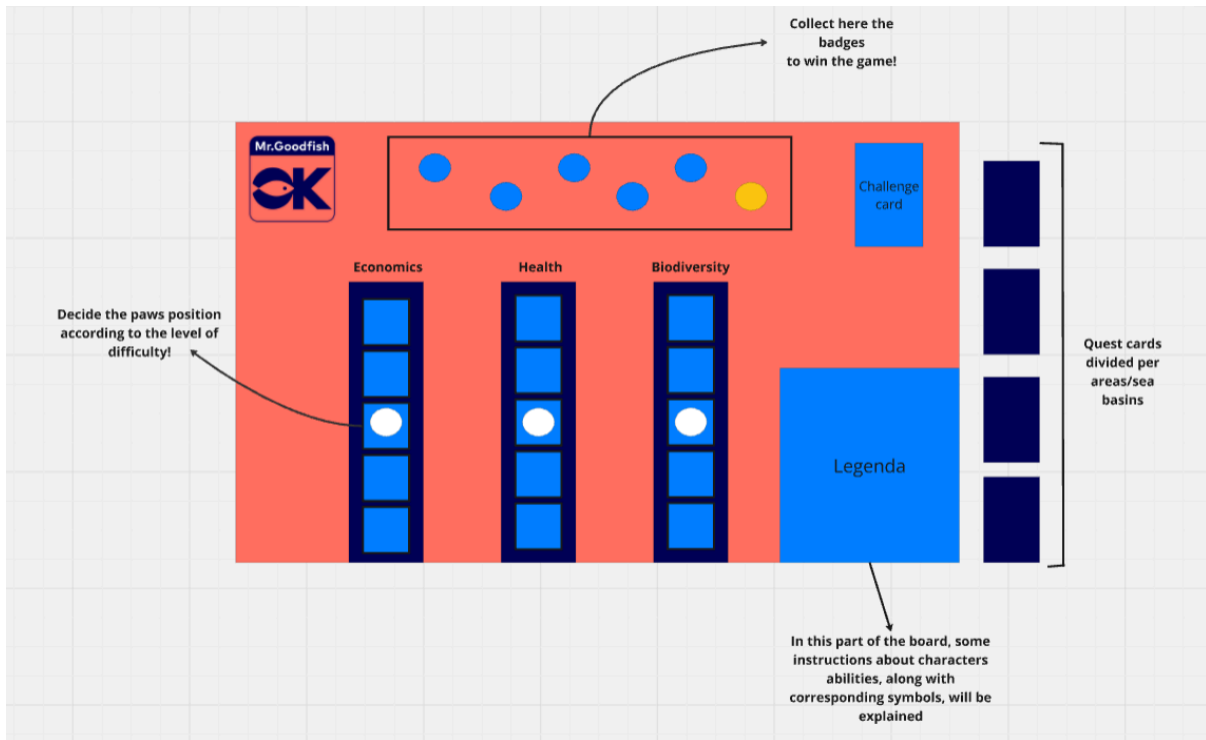
Additional ad-hoc meetings, email exchanges and calls will be organised throughout the duration of the assignment to ensure coherence in the delivery of the tasks.

8. Annexes

- Annex 1: Draft Game concept & rules
- Annex 2: Mr.Goodfish3.0 Visual Identity Guidelines

Mr. Goodfish3.0 Serious Game

Official Rules



Game Rules: Pillars of the Sea

Draft Story behind the game

For centuries, the oceans have been a source of life, mystery, and endless possibilities. They connect cultures, sustain economies, and support an extraordinary web of marine creatures. But today, **the balance of the seas is at risk**. Climate change, pollution, overfishing, and habitat destruction threaten their fragile ecosystems.

In **Pillars of the Sea**, you step into the shoes of those who rely on and protect the ocean—scientists, fishers, policymakers, activists, and coastal communities. Each character faces their own challenges, but all share a common goal: to find solutions that keep the seas thriving.

As you embark on this journey, you will navigate dilemmas, make tough choices, and test your knowledge in pursuit of a sustainable future. Every decision shifts the balance—will your group rise to the challenge, or will the pillars of the sea crumble beneath the weight of unsustainable choices? Just remember: **every choice you make has consequences**.

Pillars of the sea is a **cooperative game**. Players play collectively, resulting in winning or losing altogether.

Before starting, position the pawns at the bottom, the middle or the top of the pillars according to the level of difficulty the group wants to play. It is possible to play from two to six players to form a group.

First step will be the character selection, which starts with each player drawing a character card and reading it aloud to the group. Once each character has been presented to everyone, the game can commence.

The game begins with the youngest player drawing a Quest Card. The Quest Card presents a scenario with three possible decisions. Players take turns clockwise picking a card and making decisions, which impact the pawns' position on the Pillar Board. Decisions must be taken by the player taking the turn, but only after a group discussion.

Why does your decision count? Each decision on a Quest Card affects the pawns' position on the pillars and players gain or lose points depending on their choices and, for certain characters, based on their special ability.

Be careful! If one pawn falls to the bottom of a pillar, you lose.

Collect badges! Each quest card corresponds to a different sea. Every time you make a decision, you collect the corresponding quest card. You will need to collect two quest cards per sea to unlock a challenge card and earn a badge.

Challenge yourself and secure the balance! To earn a badge, players must correctly answer the challenge question. If they answer incorrectly, they lose one of their Quest Cards corresponding to the sea at stake, and must collect another quest card before attempting another challenge.

The game ends either when players lose all points on a pillar, in which case you lose the game, or when the group collectively earns all badges, achieving victory.

Do you think you will be able to safeguard our future? Always remember: **Good for you, good for the sea!**

Game components

- ❖ *Character Cards* – Each card contains a unique character description with details on their occupation, what's important to them, their daily tasks, and the current issues they are facing.
- ❖ *Quest Cards* – Organized by Seas, each presents a scenario with three possible decisions.
- ❖ *Pillar Board* – Tracks player progress across different game elements.
- ❖ *Challenge Cards* – Contain questions players must answer to earn badges.
- ❖ *Badges* – Awarded for successfully completing challenges.

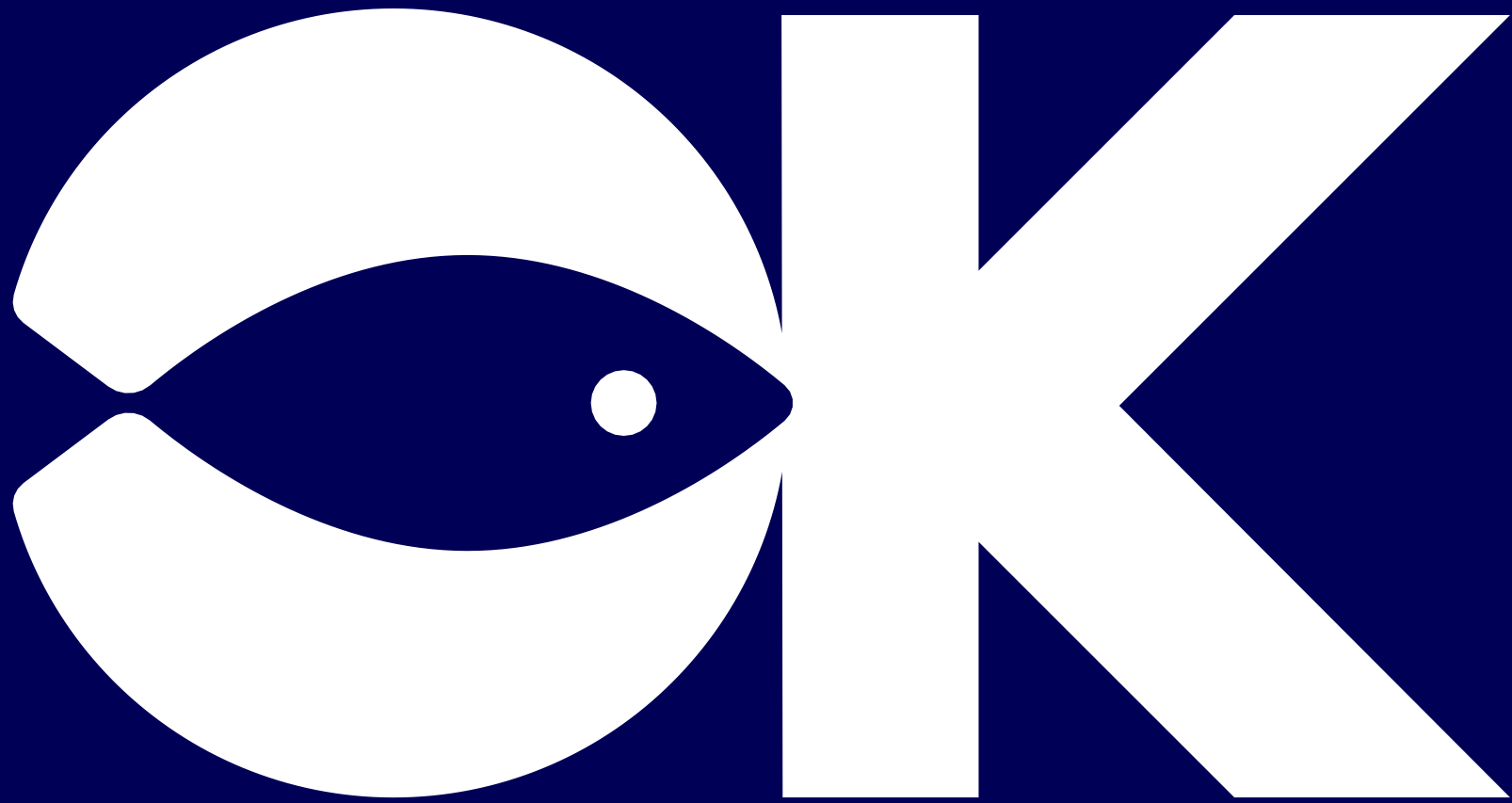
- ❖ *Pawns* – Used to mark player positions on the pillars.

List of characters cards

- ❖ *Sustainable Fisher*
- ❖ *Coastal Shellfish Farmer*
- ❖ *Marine Ecologist & Climate Researcher*
- ❖ *Deep-sea Fisher*
- ❖ *Fisheries Inspector*
- ❖ *Offshore Fisher (Harvesting/Fishing)*
- ❖ *Dockside Grader (Landing/Grading)*
- ❖ *Primary Processor (Primary Processing)*
- ❖ *Seafood Transporter (Transportation to Processing Centres)*
- ❖ *Secondary Processor (Secondary Processing)*
- ❖ *Seafood Wholesaler (Wholesale/Distribution)*
- ❖ *Seafood Retailer (Retail/Food Services)*
- ❖ *Conscious Consumer (Consumption)*

Mr. Goodfish

Mr. Goodfish3.0 – Graphic Charter 2024



SUMMARY

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The logo is composed of 2 elements:

- The “Mr.Goodfish” typography,
- The “OK” symbol

The ‘OK’ symbol conveys a positive message, with the ‘O’ becoming a plate featuring a stylised fish. The ‘Mr.Goodfish’ typography is integrated into the blue square to better identify the “Mr.Goodfish” brand.



1.2 | Variations on the logo

The reference logo

This is the reference version of the logo, which is applied to all communication media.

The background of the square is transparent, as is the fish.



It can be accompanied by the baseline translated according to the language of the country.

The baseline is written on a transparent background



Bon pour la mer
Bon pour vous



Good for the sea
Good for you



Bueno para el mar
Bueno para ti

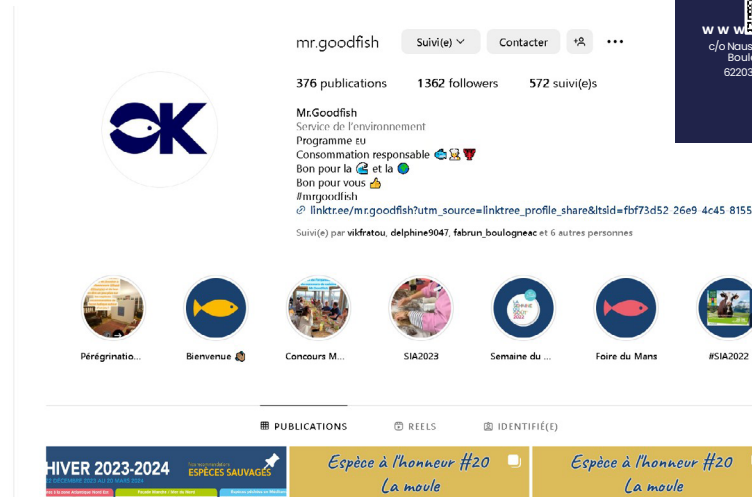


Buono per il mare
Buono per te

1.2 | Variations on the logo

The “OK” logo

This logo is mainly used on restaurant menus, business cards and social networks.
The principles of application are the same as for the reference logo.



1.3 | The colour of the logo

In order to ensure that the logo is reproduced in the same way using different techniques and media, the colours are available in four different versions.

Printed material :

- Four-colour process
- In PANTONE®

Screen (web & digital interface) :

- In RVB
- In Hexadecimal (web secured)

**PRINTED
FORMAT**

PANTONE® : 281C

FOUR-COLOUR : C100 M94 J36 N41

**SCREEN
FORMAT**

RVB : R0 V0 B87

HEXADECIMAL : #000057

1.4 | The different logo versions

Coloured with transparent background

This version of the logo will be used mainly on a white or very light background.



Coloured with white background

This logo with a white background is preferred when the background of a communication medium contains shades that could alter the blue OK and/or the blue fish.

This logo is only available without the baseline.



Negative version

The negative version of the logo will be used mainly on a black or dark background.



Negative with blue background

This logo with the blue background applied in the square is preferred when the background of a communication support which could alter the white OK and/or the white fish.

This logo is only available without the baseline.



1.5.1 | Use with background

Dark or heavy background

When applied to a dark or dense background, the white logo (negative) is preferred.



Light background

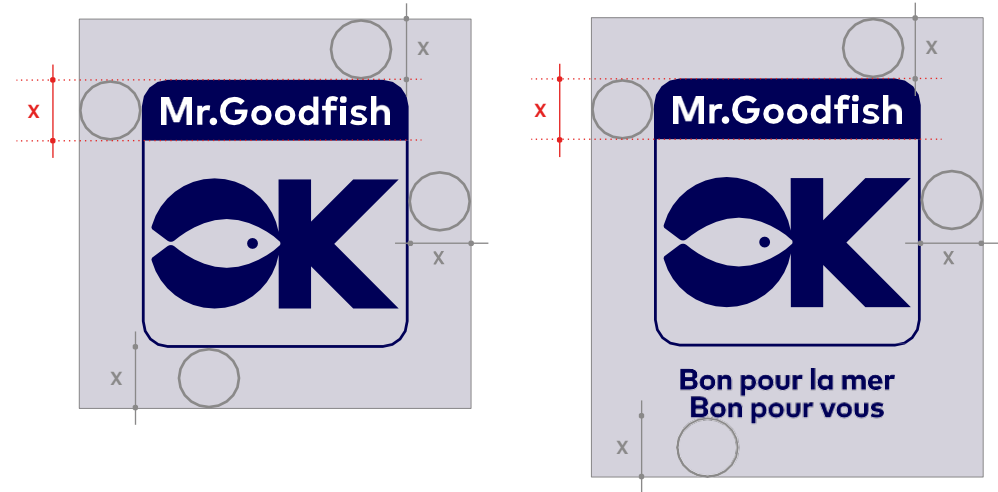
When applied to a light background, the blue logo is preferred.



1.5 | Use principles

1.5.2 | Breathing space

A minimum breathing zone must be maintained around the logo, and other texts or images must never overlap this space.



1.5.3 | Minimum size

In the case of reproduction where the logo is reproduced at a small size, a simple rule calculated on the width of the logotype will be applied. To guarantee readability, the logo, whatever its version, may not be applied at a smaller size than those shown opposite.

Case 1:

Logo reproduced with the baseline ≥ 20 mm

Case 2:

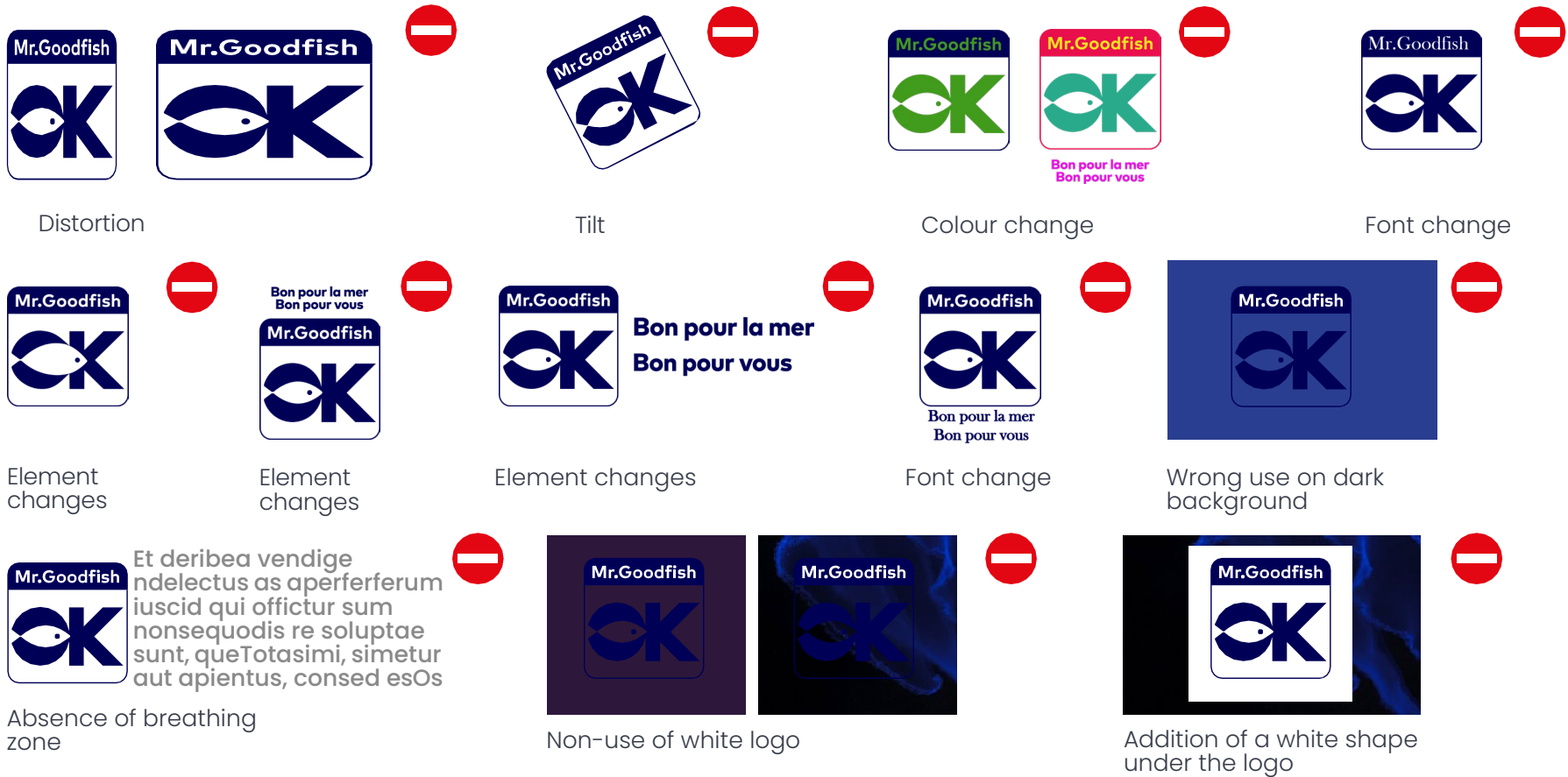
Reference logo reproduced ≥ 10 mm. This version is used for small format such as pins, badges, USB stick...



1.5 | Use principles

1.5.4 | The Don'ts

The reference version on page 3 strictly complies with the rules on colour, layout and proportion. **Under no circumstances may these rules be changed.**



Mr.Goodfish uses two typefaces for all its text. Each has its own function and characteristics.

2.1 | Title typography

A typography with a distinctive style that makes all the brand's media recognisable and distinctive. Its design is reminiscent of the logotype. Mostly used in Bold and lower case, it is also available in a light weight that can be used for bilingual versions, for example.

REGULAR DISPLAY BOLD ET LIGHT

**abcdefghijklmnopqrstuvwxy
z
0123456789
ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

abcdefghijklmnopqrstuvwxy
z
0123456789
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

2.2 | Additional typography: common texts

A functional, legible typeface whose geometry is consistent with the silhouette of the logotype and the roundness of the various elements of the visual territory.

It is used for everything other than headings.

POPPINS

poppins light
poppins regular
poppins medium
poppins semibold
poppins bold

poppins light italic
poppins italic
poppins medium italic
poppins semibold italic
poppins bold italic

3 | The colour palette

3.1 | Transverse tints – announcement tint

The colour palette is inspired by nature and captures all the natural vibrancy of the marine environment. The fish represented in the various communication media can be integrated into the colours below.

DOMINANT COLOUR	DOMINANT COLOUR					DOMINANT COLOUR			
Deep blue	Cobalt blue	Gecko green	Tropical green	Glacier blue	Purple	Coral	Rose pink	Red	Sand
#000057	#0080ff	Vert #00b482	#1ec3c3	#afelfa	#9696ff	#ff6e5f	#e1b4dc	#ff4564	#e1c89e
R0 V0 B87	R0 V130 B255	R0 V178 B128	R30 V195 B195	R175 V225 B250	R150 V150 B255	R255 V110 B95	R250 V180 B220	R225 V40 B85	R225 V200 B158
C100 M75 J00 N55	C80 M30 J0 N0	C70 M0 J55 N0	C70 M0 J30 N0	C40 M5 J0 N0	C45 M35 J0 N0	C0 M70 J50 N0	C0 M40 J0 N0	C0 M90 J40 N0	C10 M20 J40 N10
PANTONE 281C	PANTONE 285C	PANTONE 339C	PANTONE 2226C	PANTONE 291C	PANTONE 2113C	PANTONE 178C	PANTONE 230C	PANTONE 198C	PANTONE 7501C

Yellow

#fae54f

R250 V229 B79

C5 M5 J90 N0

PANTONE 603C

A shade of yellow can be used to draw attention to a news item or event. To maintain its eye-catching effect, yellow should be used sparingly.

For everyday information, use the Deep Blue, Cobalt Blue and Coral shades from the cross-cut palette.

3 | The colour palette

3.1 | Accessibility

On coloured backgrounds, for accessibility reasons, the typography is used in the contrasting colours shown below.

