

River Sherbourne Valley Living Landscape Brand Development



Warwickshire Wildlife Trust (WWT) would like to invite expressions of interest from marketing/PR/Branding in the preparation of the following:

Brand development for River Sherbourne Valley Living Landscape Scheme

Maximum fee: £6,300 plus VAT

The following brief has been devised to inform interested parties about the purpose of the contract, the timings and other requirements.

Background

WWT, working with a wide range of partners and with funding from the National Lottery Heritage Fund, want to create a new brand for the River Sherbourne Valley Living Landscape Scheme.

This is being commissioned as part of the River Sherbourne Valley Living Landscape Scheme which is working to bring the city's river back into people's hearts and minds and working to improve it for both people and wildlife. The scheme's vision can be found in appendix 1 and we expect anyone making an expression of interest to have read this document, to understand how this study complements the wider scheme.

The schemes branding is a key part of the scheme's Development Phase (November 2020 – April 2021) to enable the scheme to establish and market itself. We have extensive experience of working with designers both in house and external to develop scheme branding, as we have two live schemes (see background reading).

The Brief

The appointed contractor will be required to complete following:

- Work with WWT to create a series of brand options for consultation with scheme partners. There will need to be an overall scheme brand created, including a scheme logo, but also 3 sub-brands to represent the 3 key work streams the scheme will deliver:
 - Cultural Heritage and Community engagement
 - Built heritage
 - Natural heritage

- Using preferred branding (consulted on and agreed with partners) finalise
 - 4 logos – one overall scheme logo and 3 theme logos, to include transparent versions which work on white and black backgrounds
 - Design templates for basic publicity materials, including postcard, fliers and A4 posters, which the scheme staff can readily adapt for their purposes.
 - scheme headed paper
 - colour palette
- The design and production of a scheme Point of Sale kit, including:
 - Pull up banner (indoor)
 - Outdoor feather flag
 - 3m x 3m DC-40 Promotional tent with roof, 2 windowed side walls, 1 plain sidewall, 1 zipper door and Printed backwall PVC banner
 - 1x Y-Band Banner Outdoor Stand 650mm wide – with scheme information panels.
- Provide a clear brand guide to ensure the Sherbourne brand is used effectively (ensuring communication of consistent messaging).
- Provide all branding items (logos, posters) in the following file types: PSD, PNG and vectors (AI, EPS)

Considerations

The brand for the River Sherbourne needs to be developed in a way that enables for the imagery to be used alongside the existing WWT logo and independently equally as effectively. Drawing from brand elements taken from the WWT website the Sherbourne brand should look to help achieve greater recognition for the river in Coventry whilst also enabling WWT to increase its brand with new audiences. The brand must work well with, and independently of, WWT branding (see WWT's for website for example). The scheme branding must be designed to enable scheme staff to use logos on other publications.

Key deliverable(s)

- Scheme branding – including 4 logos, templates and guidelines for use

Expectations

We expect all appointed contractors to attend an online inception meeting. We expect regular updates on the project.

We expect all contractors to have relevant and adequate insurance for all works undertaken, to indemnify them both during the contract and afterwards should their study, advice or design have any undue adverse impact.

Schedule

WWT will pay the appointed contractor on completion of both elements.

Background reading

It is recommended that any interested parties read the following:

- “Who we are, The Wildlife Trusts' Brand Book” (available upon request)
- WWT’s website <http://www.warwickshirewildlifetrust.org.uk/>
- Tame Valley website: <http://www.tamevalleywetlands.co.uk/>
- Dunsmore Living Landscape website <https://www.exploredunsmore.org/>
- “River Sherbourne Valley Living Landscape Vision” (available upon request)

Timescale

- Tender submission deadline: Sunday 7th February
- Contractor shortlisting: Monday 8th February
- Zoom interview and contractor selection: Friday 12th February
- Contract start Monday: 15th February
- Deadline for completion of deliverables: 30th April 2021

Interested parties

Interested parties should provide a written quote along with an outline to the approach they would take including headline details of the key milestones for design, feedback, refine and finalising the brand.

Contact

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