



Invitation to Tender – Part A: Rebrand and visual identity development

1. Introduction

First Art is looking for an experienced and skilled designer/design company to lead on a rebranding exercise and to develop the new visual identity of First Art. This will be used across the website, publicity, signage and all other communications.

We have a budget of up to £2,500 to cover everything and we will need the project **completed by mid-May 2019**.

We are looking for Expressions of Interest from designers, either as individuals, organisations or agencies to be received **no later than 1pm 2 April 2019**.

We are also tendering for a new website, [details of which can be found here](#). We welcome Expressions of Interest for this from those tendering for Part A, if this is something you are also able to deliver.

2. About First Art

First Art is an artistic programme with a mission to inspire more people from Ashfield, Bolsover, Mansfield and North East Derbyshire to shape and experience great art.

The programme will ensure these areas have a joined up and efficient network of high quality, accessible and stimulating cultural activities, providing a wide variety of opportunities to support happy and healthy lifestyles, now and into the future.

It is a partnership of five organisations, led by Creswell Heritage Trust (who run Creswell Crags) in partnership with Junction Arts, City Arts, the Prince's Trust and Ault Hucknall Environment Action Group.

First Art is part of the Creative People and Places programme (creativepeopleplaces.org.uk) – one of 21 programmes across England in places where arts engagement is significantly below the national average. This is supported using public funding by the National Lottery through Arts Council England.

First Art has already completed the first phase of its work and is now embarking on phase 2; this runs from 2018 to 2022. During phase 2, the main focus of the programme will be on engaging infrequent and low attenders of the arts to build up long-term arts engagement through high quality art experiences.

Further background information on First Art can be found at www.firstart.org.uk.

3. Budget

We are looking for competitive quotes and proposals between £1,500 - £2,500 (inclusive of VAT and all costs) to develop this work, which is expected to be carried out in April-May 2019. Value for money will be one of the things we consider when we are shortlisting.

4. Timescales

The visual identity should be launched and operational by mid-May 2019.

We expect the successful designer to take part in a development workshop meeting with the First Art team to take place on **17 April 2019** and for initial designs to be presented to First Art **on or around 1 May 2019**.

5. At the heart of First Art

5.1 Mission

“Our mission is to inspire communities in Ashfield, Bolsover, Mansfield and North East Derbyshire to shape and experience great art.”

5.2 Values

- **Great Art at the Core**
All activity within the programme must provide the best artistic experiences possible. All art must be inspiring, innovative, engaging, and challenging.
- **Local Resonance**
All activity must have local resonance and will be inspired by the places, people, history and environment where it happens. The work should have local resonance, rooted in a sense of place but not circumscribed by it.
- **Community Leadership/Ownership**
Communities will take the lead in developing, creating and sustaining their own artistic environment.
- **Enterprise**
All activity will look to support enterprise in terms of opportunities for commercial outlets or the development of skills within the creative industries.
- **Sustainability**
A ten-year vision which will ingrain an appetite for the arts and therefore a cultural change in Ashfield, Bolsover, Mansfield and North East Derbyshire, which will be sustained over the long term. Capacity for both delivery and participation in the arts will be substantially greater following this programme creating a legacy for the future.
- **Ambition and excellence**
A programme which will allow communities and the wider partnership to step up, to create new opportunities and to do remarkable and unexpected things that would not happen otherwise.
- **Transparency**
All of the activity, including the allocation of funds, will be completely transparent, so that anyone can see why and what decisions have been made.
- **Tolerance**
The programme will be open to engagement with anyone and respectful of the diversity within communities. All activity will help to remove barriers to engagement.
- **Commitment**
The programme will reflect the participants’ commitment and passion to engage more people with excellent art and to make a difference.

- **Trust**
The programme will be founded on and build trust in order to empower individuals and communities.

6. Target audiences

Primary

- The target audience is broad; First Art is looking to appeal to the general public within the First Art area (Ashfield, Mansfield, Bolsover and North East Derbyshire). The main target audience are people who would not ordinarily engage in the arts.
- Families and individuals looking for things to do in the area

Secondary

- Project partners including local authorities
- Artists / arts organisations
- Project funders
- Donors
- Volunteers and people looking for job opportunities
- Others with an interest in arts and culture

7. The Visual Identify Brief

The visual identity must:

- Creatively convey First Art's mission and values
- Distinguish First Art both online and offline with a design that has wide appeal to help build local audiences
- Be distinctive, coherent and consistent

The visual identity will consist:

- A new a logo, specified font(s) and colour palette, together with any design elements.
- A style guide specifying how the logo, typeface, colour palette and design elements should be used together with suggested applications e.g. on banners, on signage etc.

7.1 Detailed scope

a) Logo

The current logo was designed for the launch of First Art in 2014. As First Art is entering a new phase, it is time to review and enhance the visual impact of our logo and align it more closely with our updated vision and values.

- **The logo must:**
 - Be highly recognisable, distinctive and simple
 - Convey the ethos and values of First Art
 - Be easily replicable in colour and black and white

- **Font and colour scheme**
 - Must be easily legible and conform to accessibility guidelines
 - Should be easily applied across marketing collateral both printed and online including the website

b) Style Guide

Alongside a new visual identity, First Art needs to develop a style guide to ensure the logo and other visual identity elements are applied consistently across all marketing and communications materials. This will feed into the overall brand guidelines.

For an indicative outline of what this will consist of please see appendix 1 on page 6.

If successful, we expect the designer to:

- Present a minimum of three designs including logo, colour scheme and design concepts in the initial development phase to the First Art team. One design will be selected as the basis for the future of First Art branding and marketing activity.
- Work with the First Art Marketing and Audience Development Manager to create style guidelines.
- Present logos and fonts in a range of suitable formats.
- Become a preferred supplier for First Art's marketing and communication materials for the remainder of the three-year programme. Please note this will be dependent on costs, capacity, and type of work.

We are simultaneously looking to appoint a website developer to create a new First Art website. The [Invitation to Tender Part B can be accessed here](#).

The First Art visual identity and website are part of a rebranding exercise for First Art. As a result, the new design will be incorporated into the design of the website. We would welcome joint proposals if you are able to also design and develop websites as part of your service and can show value for money in this approach.

8. Designer Specification

We are looking for a designer who can clearly demonstrate the following:

- Expertise and experience in designing and developing distinctive visual identities (including logos and style guidelines) for organisations, ideally working in the arts and cultural sector;
- An excellent track record of successful project delivery, delivering projects on-time and within budget.

9. How to Apply

First Art invites Expressions of Interest from designers, either as individuals, organisations or agencies, who have the skills and experience to successfully deliver the programme objectives.

To apply please provide:

- A short statement outlining how you fulfil the Designer Specification above and why you are interested in this opportunity (max 500 words).
- Full details of the process, including clear identification of the stages, outputs delivered at each stage, level of First Art involvement/consultation, key deliverables, and timescales for delivery.
- Examples of conducting similar projects to this opportunity (no more than 10 pages, can include links).
- A detailed outline of your pricing structure and approach including a simple breakdown of the costs for each element where possible.

10. Deadline and next steps

Expressions of Interest should be emailed to info@firstart.org.uk **by 1pm on 2 April 2019**.

We will select a designer within two weeks of receiving the applications and will involve an interview on 9 April 2019. Our target launch date is mid-May. Please address any questions to info@firstart.org.uk.

We look forward to receiving your Expression of Interest and thank you again for your interest in First Art.

For background information about First Art please visit our current website www.firstart.org.uk

If you have any access needs in relation to your application then please let us know at info@firstart.org.uk

Appendix 1 – Brand Guidelines

First Art would expect input from the designer to what should be included in the guidelines, but at a minimum, they should include the following:

- **An overview** of the brand’s vision, personality and key values
- **A mission statement** which reflects First Art’s broader vision and objectives
- **Guidance on logo usage** – where and how to use the logo including minimum sizes, spacing and what not to do with it
- **Colour palette** – showing the primary and secondary colour palettes with colour breakdowns for print, screen and web.
- **Fonts** – showing the specific font that should be used and details of the font family and default fonts for web use.
- **Examples** of how the logo, font and other elements are used for the First Art website, print materials and standard literature including posters, leaflets, business cards and letterhead design, as well as marketing collateral such as banners, web banners, and PowerPoint presentations.
- **Social media** profile page applications, including Twitter, Facebook, Instagram
- **Tone of voice** showing the right way to express different messages against the relevant channel / audience
- **Imagery** providing examples of imagery that help reflect the First Art brand