



## **Request for Quotation**

### **Development of Visual Identity, Brand Guidelines and Brand Toolkit for Salisbury**

Issue Date: Friday 2 August 2019

Return Date: Thursday 29 August 2019

# 1. Background

## 1.1 Salisbury Competitive Brand Positioning

In 2018, VisitWiltshire commissioned a new competitive brand positioning strategy for Salisbury. The project was co-funded by VisitWiltshire, Salisbury BID and Salisbury City Council with additional funding from VisitBritain/VisitEngland through the Discover England Fund.

The objectives of the positioning were to:

- Create a single compelling brand proposition and positioning that is adopted by key stakeholders, partners, businesses, influencers and interest groups
- Stimulate economic investment, attract visitors and footfall and raise awareness of our offer
- Improve perception and awareness
- Raise the profile of Salisbury, i.e. as place to live, visit, work, invest and study, that positions the city positively and secures buy-in from residents, businesses and stakeholders
- Attract inward investment to strengthen the local economy
- Grow the visitor economy to increase the number of day and overnight visitors and repeat visits
- Provide a clear and common focus for all local stakeholders.
- Provide a positioning that will instil a strong sense of pride among residents, communities and businesses
- Create a brand proposition, positioning and messaging based on Salisbury's unique and distinct qualities to position the city for the future
- Deliver an authentic narrative about the Salisbury offer based on research and insight that all key audiences can relate to and that all key partners can adopt.
- Create a high quality, consistent, motivational brand platform that is sufficiently flexible for all partners to use and through which all place related marketing and communications activity can be channelled
- Provide a framework from which ideas and impetus for action and investment will be developed
- Be a catalyst for change

The brand agency, Heavenly, were appointed to develop a competitive brand positioning.

The outcome has been the development of a central positioning idea, central narrative (and several sector specific narratives), a brand model (including brand values and pillars), a top level communications checklist and outline tone of voice.

The brand booklet detailing all of the above can be viewed here: [Salisbury Competitive Brand Positioning Guide](#).

The development process was based on an extensive programme of consultation and testing with stakeholders from all sectors within the city and with relevant external stakeholders, in addition to residents and visitor groups.

We are confident that the resulting competitive positioning and narrative reflects not only the truths about the city, but the aspirations and ambitions of the city, as articulated by its own people. It has been communicated to a cross section of businesses and stakeholders within the city and has been very well received.

## **1.2 Project Objectives**

VisitWiltshire is leading the next phase of the project on behalf of a partnership group consisting of: Salisbury City Council, Salisbury BID, Swindon and Wiltshire Local Economic Partnership, VisitWiltshire, Wiltshire Council, Salisbury Chamber of Commerce, Salisbury Cathedral, Salisbury Night-time Economy and Salisbury Journal.

Our goal is to enable and encourage all Salisbury stakeholders including and beyond the partnership group, (public sector partners, agencies, community groups, etc) and the wider business community to use and amplify the positioning within their own activity, content development and communications.

We are now seeking an agency to support us in developing the following:

A visual identity - the development of a new Salisbury marque/brand device along with full usage guidelines.

Brand guidelines - an expansion of the existing sector specific narratives and communications checklist within the Salisbury Competitive Brand Positioning Guide, to include more detailed practical guidance on: tone of voice, photography style, etc.

Brand toolkit – an online resource of practical tools to guide stakeholders and businesses to use the brand positioning within their own communications.

Please note all background information and feedback from stakeholder, visitor and resident engagement to date will be made available to the successful agency.

## **1.3 Applications and Users**

Users of the deliverables above will include the partners named above and anyone with an association to Salisbury across a range of sectors, including retail, healthcare, technology, tourism, military and others.

The appointed agency will be required, as part of the process, to engage with partners and stakeholders in order to fully understand the range of applications and requirements which the outputs will need to satisfy.

As an indication, these applications will include:

- Communication to promote Salisbury's overall offer to external visitor markets, inward investors, residents, students, potential residents, etc.
- Communication across on- and off-line channels to promote individual Salisbury businesses/organisations
- Usage within recruitment collateral, signage, interpretation, uniforms, menus, etc.

## **1.4 Brand Audiences**

The brand will have applications across B2B and B2C audiences, including:

- Stakeholders and influencers
- Local residents
- Local businesses and industry
- Inward investment decision-makers (business, industry, government/public sector)
- Visitors and potential visitors
- Media organisations

## **2. Request for Quotation – Services Required**

### **2.1 Summary of deliverables:**

#### **2.1.1 Visual Identity**

- A marque/brand device for Salisbury
- A clear compelling visual identity for Salisbury that is creative, innovative and motivates internal stakeholders and external audiences; inspiring pride, investment, and visiting behaviours

We require the new Salisbury visual identity to have Salisbury provenance and will therefore require the successful agency to demonstrate how they would use local creativity, design skills and talent to help develop the visual identity, e.g. by working with local artists or creative resources.

In developing the identity it will be important to consider how any device could in future be used in the development of specific B2B and B2C sub brands and initiatives. For example, we are considering the development of a Salisbury Champions programme for local businesses and the development of a trademark of Salisbury provenance.

#### **2.1.2 Brand Guidelines**

A set of brand guidelines detailing how the visual identity and the Salisbury competitive brand positioning should be articulated by users to ensure consistency.

As a minimum they should include the following:

- An overview of the brand model and narratives detailed within the existing Salisbury Competitive Brand Positioning Guide
- Guidance on logo usage – where and how to use the logo including minimum sizes, spacing and what not to do with it
- Colour palette(s) with colour breakdowns for print, screen and web
- Type style – showing the specific font that should be used and details of the font family and default fonts for web use
- Tone of voice guidelines
- Usage of visual identity and graphic language
- Image style/photography – examples of image style and photographs that work with the brand
- Examples of how the marque/brand device could be used alongside the existing organisational identities and incorporated into the communications of partners and other users, including placement alongside single and multiple partner identities
- Examples of how the logo and font are used for standard literature including business cards, letterhead design and MS power point presentations
- Social media profile page applications, including Twitter, Facebook, Instagram, You Tube, and LinkedIn

- Banner stands/e-template/newsletter/publication/letterhead/MS Power Point layout options
- Sector specific and product specific applications
- Do's and don'ts

### **2.1.3 Online Brand Toolkit**

An online brand toolkit to be made available to the range of brand users and stakeholders.

The brand toolkit should give clear usage guidance and a set of tools and examples to encourage stakeholders and users to easily use the brand in their own communications.

This could include: sample messaging, range of logo/mark formats, templates, etc.

It should be noted that full requirements for this toolkit will in part be determined by the engagement process, whereby the agency will develop an understanding of how key sectors and organisations will use the positioning and what their priorities are in terms of communications implementation.

Whilst implementation of the brand positioning does not include usage of an overall strapline, it is anticipated that partners may wish to have a suite of audience/campaign specific straplines developed.

### **2.1.4 Requirements across all deliverables**

All the above deliverables should:

- Influence strategy, behaviour and communication amongst partners and Salisbury stakeholders and businesses
- Clearly reflect the 'Traditional Original' positioning strategy and narratives
- Be strong and distinctive in order to establish Salisbury in the minds of target audiences
- Be relevant and add value to all identified users: with usage guidelines to aid adoption across a wide range of industry and stakeholder groups
- Be appropriate for communication to UK and international audiences
- Be meaningful and credible to consumers
- Inspire a wide range of stakeholders and partners to work together on a single compelling proposition that brings benefits to all
- Articulate how the positioning and identity can be used across a wide range of media and channels, from physical signage to digital communications

It is important to note that we will need to control usage so appropriate guidelines for this should be included as part of the deliverables.

## **2.2 Consultation and Engagement**

VisitWiltshire are managing this project and will be the main point of contact and facilitator of engagement with stakeholder groups.

Please suggest a process and format for the necessary stakeholder engagement for both the development of the brand toolkit and visual identity.

## **2.3 Timescale**

An agency will be appointed mid September 2019 and work is expected to commence as soon as possible after appointment. All activity must be fully completed by March 2020.

## **2.4 Scope**

The scope of this project will include:

- a) Contract agreed.
- b) Project plan (including consultation/engagement plan) agreed.
- c) A powerpoint presentation to the Project Team summarising the creative approach recommended and including 2/3 creative routes/brand marque options.
- d) Consultation/engagement with partners and key sectors
- e) Creation of the deliverables as specified.

## 2.5 Selection Criteria and Weighting

Quotations will be evaluated against the following criteria with shortlisted agencies invited to a final interview in Salisbury:

Demonstrates use of local talent and creativity in development of visual identity YES/NO

<b>Area of Evaluation</b>	<b>Score</b>	<b>Weighting</b>
Experience and understanding of place and place branding	10	3
Stakeholder engagement process and experience in working in complex stakeholder environments	10	3
Quality of previous visual identity/ brand toolkit/ guidelines work	10	3
Cost / value for money	10	2
Creativity / innovative approach and how local talent is deployed	10	2
Relevant experience / track record in developing the deliverables required	10	2
Understanding of requirements and outputs	10	2
Project plan	10	1



## **3. Responding to the Quotation**

### **3.1 Your Quotation should include the following:**

#### **Budget**

The budget for this piece of work will be in the range of £30-40k to include production of the required deliverables and a programme of engagement. (Note: engagement to communicate and roll out the deliverables is outside of the scope and budget of this brief.)

Costs should be broken down into components with a full description of each component and its associated costs. Please include day rates and allocation of days for each member of staff involved with the project and total time costs.

#### **Company Details**

Include full company details including company name, registered office address, registration number. If the company is a member of a group of companies, give the name and address of the ultimate holding company.

Bidders must confirm if all or part of the work will be contracted to a 3<sup>rd</sup> party. Actual or perceived conflicts of interest must be declared.

Please include full contact details of the person to whom any queries relating to this Quotation should be addressed.

#### **Experience**

Please provide:

- A brief history of the company and its evolution
- An overview of the range of services that the company supports
- Details of any relevant experience the company and consultants have
- CVs of the key consultants that you are proposing to commit to this contract should it be awarded to your company
- Details of the qualifications of the consultants who would be working on this contract
- The Company names, contact names and contact details of referees from whom references may be sought

#### **Assumptions**

Please detail the assumptions that have been made about the management of, and input to, this piece of work, including time commitment.

#### **Methodology and Project Plan**

Based on your organisation's capabilities, and using previous examples of your work as case studies, your proposal should show clearly how your organisation would meet the needs and requirements of the brief.

Please provide your methodology for the project to include a proposed project plan. The project plan should include resourcing, timescales, milestones and reporting.

## Any Other Information

You may include any other information which you consider may be relevant to support your submission.

### 3.2 Instructions for Completion:

- Quotations are to be sent by email to [amandasnowe@visitwiltshire.co.uk](mailto:amandasnowe@visitwiltshire.co.uk)
- No quotation received after the stated submission date specified and / or provided other than in accordance with these instructions shall be accepted or considered. Once the proposal has been submitted, no alterations to the text will be permitted.
- Your quotation will remain open for 30 days from the submission date. VisitWiltshire reserve the right to award the contract at such or at a later date, or not at all.
- VisitWiltshire does not bind itself to accept the lowest bid or any quotation. VisitWiltshire reserves the right to withdraw any part of the quotation document prior to award of contract, and reserves the right to discontinue the quotation process at any time. VisitWiltshire will not accept responsibility for any expense or loss which may be incurred by any potential supplier in the preparation of their Quotation.
- Quotations will be evaluated by a Salisbury Brand Positioning Project Panel consisting of funding partners and independent experts and stakeholders.
- The contract will be subject to VisitWiltshire's standard terms and conditions.
- Timetable:
  - Proposals submitted by Thursday 29<sup>th</sup> August 2019.
  - Shortlisted agency interviews to take place in Salisbury on Friday 13<sup>th</sup> September 2019 and date tbc week beg Monday 16<sup>th</sup> September.
- If you have any questions on this RFQ please contact:

Between Monday 5 August – Friday 16 August

Fiona Errington: [fionaerrington@visitwiltshire.co.uk](mailto:fionaerrington@visitwiltshire.co.uk) Tel: 01722 324780

David Andrews: [davidandrews@visitwiltshire.co.uk](mailto:davidandrews@visitwiltshire.co.uk) Tel: 01722 341941

Between Monday 19 August – Thursday 29 August

Amanda Snowe: [amandasnowe@visitwiltshire.co.uk](mailto:amandasnowe@visitwiltshire.co.uk) Tel: 07891 682380