

Invitation to Tender: Rebranding of Shetland Arts

Issue Date: 1st October 2024

Submission Deadline: 3rd November 2024

1. Introduction

Shetland Arts is dedicated to enriching Shetland's cultural landscape by educating, promoting, and supporting the arts through venues such as Mareel, The Garrison Theatre, and Bonhoga Gallery. We offer a diverse year-round program across music, craft, theatre, literature, visual arts, dance, and film, aiming to empower our community to achieve their creative potential. Committed to fair work principles, we strive to provide a workplace that enhances success, wellbeing, and prosperity, embodying the belief that art's transformative power contributes significantly to personal and community development.

We require a comprehensive rebranding that enhances our visual identity, clarifies our messaging, communicates our mission, vision & values and creates a consistent brand presence across all platforms and materials.

2. Project Overview

Objectives of the rebranding project:

- Develop a modern and versatile visual identity
- Clarify the hierarchy of Shetland Arts and our brands and how they interact with each other
- Communicate our mission, vision and values
- Create a consistent brand presence across all platforms and materials
- Increase audience engagement and broaden our reach

Critical points to address:

- How does Shetland Arts underpin all the other brands as the parent brand?
- How does Shetland Arts celebrate and embrace the other brands?
- The new brand needs to be flexible to add/ remove other brands
- It needs to be diverse, celebrate the brands and sit subtly in the corner
- Enhance accessibility and inclusivity across all branding materials.
- Ensure the new brand reflects our mission, vision and values.

Rebrands we feel work well;

- <https://editbrandstudio.co.uk/work/changing-views/>
- <https://www.lizworkman.co.uk/projects/artfund-rebrand>
- <https://www.undivided.co/warwick-arts-centre-rebrand>
- [UCL Culture | Undivided](#)
- <https://supercooldesign.co.uk/work/midlands-arts-centre>

3. Scope of Work

We would like you to provide a detailed description of your approach to the services and deliverables expected:

1. Initial Assessment and Research:

- Gather feedback from stakeholders.
- Define objectives for the rebrand.

2. Brand Strategy Development:

- Develop brand messaging and key differentiators.
- Create a brand strategy document.

3. Creative Development:

- Redesign the logo and visual identity (colour palette, typography).
- Create new brand guidelines.
- Develop new marketing materials (templates).

4. Internal Rollout:

- Communicate the rebrand to staff.
- Provide training and new brand guidelines.
- Update internal documents and templates.

4. External Rollout:

- Develop a launch plan (press releases, social media campaigns).

4. Deliverables

- Brand strategy document.
- New logo and visual identity assets.
- Comprehensive brand guidelines.
- Updated social media profiles and digital assets.
- New marketing materials (templates).
- Internal communication and training materials.
- External launch plan.

5. Technical and Other Requirements

Please include the following in your proposal:

- How you comply with design standards and accessibility guidelines.
- At least three examples of rebranding work.
- Two references you are happy to provide.

6. Proposal Submission Guidelines

We ask that no more than 14 pages are used when submitting your proposal. This can be as a PDF, online document, PPT, or similar.

7. Evaluation Criteria

Understanding of Project Scope and Requirements

- Demonstrates a thorough understanding of Shetland Arts' mission, values, and specific rebranding needs.
- Presents a clear, strategic approach tailored to achieving the desired objectives outlined in the tender document.
- Weighting: 25%

Creativity and Innovation

- Originality and creativity in design proposals that reflects Shetland Arts
- Weighting: 20%

Approach

- Clear methodology for project management, quality assurance, and risk management.
- Weighting: 15%

Experience and Past Performance

- Proven track record with similar projects, especially within the arts sector or non-profit organisations.
- Strength and relevance of portfolio examples and case studies.
- Client testimonials and references.
- Weighting: 20%

Cost-Effectiveness

- Overall value for money, considering the quality and scope of services relative to the proposed cost.
- Clarity and transparency in the pricing structure.
- Weighting: 20%

Proposals will be evaluated based on a score out of 100, according to the above criteria. The selection committee will prioritise proposals that demonstrate a strong alignment with Shetland Arts' goals, offer innovative solutions, and provide the best overall value.

8. Budget and Pricing

- Budget range for the project: £10K - £15K
- Fixed pricing models

9. Timeline

- Expected project start and completion dates: Post-November 2024 start for 3-6 month project
- Deadline for submission: 3rd November 2024
- Interviews: w/c 11th November 2024
- Final decision made: w/c 18th November 2024

10. Terms and Conditions

Confidentiality and Intellectual Property Rights

Confidentiality

The selected agency must ensure the confidentiality of all proprietary information provided by Shetland Arts during the course of the project. This includes but is not limited to user data, strategic plans, and internal communications. The agency is expected to have measures in place to prevent unauthorised sharing or leaking of information.

Intellectual Property Rights

The proposal should clearly state the handling and ownership of intellectual property created during the project. This includes content produced by the agency, as well as any third-party content incorporated into the rebranding. The agency should outline how intellectual property rights will be managed, ensuring that Shetland Arts retains ownership of all applicable rights to materials developed.

Termination, Dispute Resolution, and Penalty Clauses

Termination

This agreement can be terminated by either party with written notice if there are breaches that are not remedied within a specified period or due to the inability to perform legal obligations. Upon termination, all borrowed content and proprietary information must be returned to Shetland Arts, and any pending financial obligations settled.

Dispute Resolution

In the event of a dispute arising from or relating to this agreement, parties agree first to attempt resolution through negotiation. If unresolved, the dispute will be escalated to mediation before pursuing arbitration or litigation. This sequential dispute resolution process aims to provide a fair, efficient, and enforceable means to resolve issues without resorting to litigation.

Penalty Clauses

Penalty clauses may be invoked in cases of non-compliance with the agreement, such as unauthorised use of intellectual property, breach of confidentiality, or data protection violations. Penalties may include fines, suspension of service, or termination of the agreement, depending on the severity and frequency of the breach.

11. Contact Information

Details of the primary contact person at Shetland Arts for this tender:

- Tessa Huntley
- Tessa.huntley@shetlandarts.org

Submission deadline and method

- Submission deadline: 3rd November 2024
- Email submissions to tessa.huntley@shetlandarts.org

12. Appendices

Any additional information or resources relevant to the tender:

- [Shetland Arts Summary](#)
- Shetlandarts.org

We look forward to receiving your proposals and working with you to rebrand Shetland Arts to better reflect our mission and engage with our audience.

Thank you,

Tessa Huntley
Sales and Marketing Manager
tessa.huntley@shetlandarts.org
Shetland Arts