

Invitation to Tender for a Graphic Identity for We Are The Minorities

www.wearetheminories.org

Deadline for Tender Submissions:

Tuesday 23rd June at 5pm

Contact Jack Fellows - strategy@wearetheminories.com

The Minorities Art Gallery is owned by the Victor Batte-Lay Foundation but operated by We are the Minorities as a separate but allied charity. We are the Minorities was established in 2019. We aim to project a bold new voice giving creative people a platform, regardless of their background. Our motto is to Build Audiences, Support creativity and Be sustainable.

We are looking to establish an entirely new graphic identity for We Are The Minorities.

This project should include internal workshops with We are the Minorities staff and trustees as well as market research.

All materials produced need to be easy and fit for digital use as well as print. We have some in-house capacity with Adobe Creative Cloud, so the templates should be supplied as Adobe CC files (or as Microsoft Word, where appropriate). Our small staff team will require training using the templates.

Scope of the tender:

- **Logo and other Graphic Devices**
We would like a new logo with the associated devices that go along with it, i.e. shortform logo, letter head, business cards etc. The logo must encapsulate the creative community venue that we are looking to develop here at The Minorities.
- **Brand Guidelines**
We require the development and implementation of brand guidelines. We want to re-examine the branding of our external and internal communications; this should include styles, colours and graphic elements.
- **Website**
Our current website has been built using Wix and feels clunky and difficult to navigate. We are looking for a new website, incorporating our new graphic

identity, which is easy to use and also for our staff to update. It must incorporate a digital database for our archive.

- **Email marketing**

We send out a monthly e-newsletter; a general The Minorities news as well as ad hoc newsletters – content in these includes information about our reports and events for example. For use in MailChimp, we require templates that are not only easy to use when drafting the e-newsletters but are visually appealing, offer flexibility in terms of content in them and are consistent with the other deliverables of this brand refresh.

To tender for this work please provide a quotation of cost, a timeline, a description of your approach, a CV and examples of past work no more than four sides of A4 in total.