**Shout**

**Invitation to tender: branding refresh 2024**

**Introduction & Background:**

Birmingham LGBT are seeking a creative design company to conceptualise and design branding for its arts and culture strand Shout. Although Shout is part of Birmingham LGBT, it should be able to visually separate in terms of brand. Shout is an all year-round creative programme which makes space for and celebrates the full spectrum of LGBTQ+ lives.

Shout celebrates the best of queer culture in the Midlands, attracting over 400,000 visitors and platforming over 400 LGBTQ+ artists since 2011, and was part of ACE’s National Portfolio from 2018-2022. We were awarded Transition funding in 2023 for SHOUT Reframed, a period of consultation, independent reports and reimagining.

We’ve moved to a year-round programme of community co-creation, enabling people to own and contribute to the programme, and ensure that there is a constant public Shout presence. The shift will result in more public events to engage wider audiences, and move to a lighter, warmer months, enabling safer public events. This year’s theme is JOYFUL. ACTIVISM. WITH CARE.

**Audience Overview:**

Shout audiences are hugely diverse, and this needs to be reflected in the design so that it is welcoming and accessible for all. We are seeking a brand which is adaptable to the primary and secondary audiences identified in our Audience Development Strategy:

|  |  |
| --- | --- |
| **Priority Audience Segments** | **Description** |
| Young local queer community member | * 18-34
* Identify as queer or trans
* Birmingham based
* Understands and uses digital and social media
* Not much disposable income
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| Established queer community member | * 35+
* Lesbian
* Birmingham Based
* Want to feel part of something bigger
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| Queer community members from diverse backgrounds | * 18+
* Identify as queer or trans
* Don’t always feel part of / included in the queer community
* Whatsapp is integral to their networking/communication
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| **Secondary Audiences** | **Description** |
| Birmingham queer student community | * 18-24
* Identify as Queer
* Little disposable income
* Believe in events that have a cause that aligns with their values
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| Queer communities from broader West Midlands | * Mid-20s+
* Based in broader West Midlands (Coventry, Wolverhampton etc.)
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| Queer families | * 30+
* Interested in things to do with a young family in the daytime
* Meet and expose their children to other queer families and culture
* Active on Facebook
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| Allies | * 18+
* Identify as straight
* Left-leaning, radical, interested in culture and community
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There is more information available if required by the successful supplier.

The Shout website will be reskinned with the new branding, and is currently on hiatus <https://shoutfestival.co.uk/>

**The name:**

Shout

Queer arts and culture

**The brand:**

The current branding was conceived at a time when Shout needed to be vocal. We now have a more holistic approach, with an emphasis on the act of community, co-creation and care. We want to develop a visual identity for all printed and digital communications that will be used on all our channels and outputs and adapted / used as the starting point for our public facing material. The identity needs to bring consistency, vibrancy, distinctiveness and legibility to Shout.

A core part of what we want to achieve is Shout being recognised as a go-to brand for LGBTQ+ events, projects, creatives, and communities. To have a fullness to our programme, and therefore branding, that can speak to and hold a multiplicity of experiences and ways of existing.

**Deliverables:**

The branding needs to be flexible, and we envisage the following deliverables being required- however we are receptive to adapting these requirements based on the approach and implementation of brand following recommendations of the supplier.

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| --- | --- |
| **Deliverable (format)** | **Description** |
| New logo (vector, jpeg, png, 300dpi) | A new logo of Shout with range of logo formats to suit socials, print, website, e-newsletter etc. This should include a short form with just the word *Shout*, and a long form with *queer arts and culture* |
| Symbol (vector, jpeg, png, 300dpi) | A symbol for Shout, which can be used as a logo, icon, and social media profile picture |
| Colour Palette/s (both RGB and CYMK) | A colour palette for use through the Shout’s communications (primary and secondary, or with variations for usage), taking into consideration accessibility and suitability for online and print. |
| Typography | A suitable font for Shout, taking into consideration cost of licence and traffic to the website. |
| Event Category Icons | These icons may be used on top of images or graphics. The categories could include:CommunityWorkshopsTalks and Q&AsFilmParties and Club NightsPerformanceDanceHeritageMusicVisual ArtsOutdoor Family VolunteerFree ticketsConcession Tickets AvailableSober |
| Branding Guidelines | A concise set of rules / guidelines that protect the look and feel of the brand, providing a standardised approach to the use of the identity that can help us to uphold the brand’s integrity. They must explain the key elements of how the visual identity works and the key visual assets. Guidelines should include logo use, fonts, colour palette and imagery / photography. They should provide clarity and uniformity and be usable by a wide audience, whether brand / communications specialists or otherwise. Easy to navigate and understand. |
| Templates | An easy-to-use shareable template for presentations, e.g. PowerPoint, in the programme visual identity. Templates for email communications (MailChimp & email footers), website / social media banners, printed materials such as branded Word documents.Templates for in-house graphic design on Canva. |

**Accessibility:**

Shout is committed to making all of our outputs as accessible as possible and break down barriers. Care and clear rationale should be taken when considering colours, fonts and symbols that they are inclusive and cognisant of disabilities.

Things to consider:

* Use sufficient contrast between adjacent colours [[1]](#footnote-2),
* Fonts should be easily readable in any size[[2]](#footnote-3) (guidelines to include minimum size, weighting)
* Clear, consistent, and simple application of logos and symbols both digitally and on collateral. This should be explicit in the guidelines, and intuitive for audiences.

**Budget:**

We have a maximum budget for £2,000 inclusive of VAT and we encourage agencies to consider what the right budget is for a charity of our size.

**Timeline:**

|  |  |  |
| --- | --- | --- |
| **Action** | **Persons responsible** | **Deadline** |
| Submit Expressions of Interest, examples of previous work, draft quote to shoutfestival@blgbt.org | Potential Suppliers | Midnight Sunday 22 September 2024 |
| Interviews will be held online or in person | Birmingham LGBT Shout Festival | w/c 30 September 2024. |
| Kick-off Meeting | Shout Festival and chosen supplier | w/c 7 October 2024 |
| Further milestones and delivery dates to be agreed with selected supplier |  |  |
| Brand re-fresh launched | Shout Festival | November 2024 |

**Tender Application Process:**

Please set out in your expression of interest:

* Your/organisation name, address, and contact details
* We would love to understand how you would approach the design brief
* Examples of previous work
* Quote: inclusive of all expenses, VAT, design work

Expressions of interest should be no longer than 300 words or 3-minute video in addition to examples of previous work.

Although previous experience of working with an LGBTQ+ organisation isn’t necessary, experience of developing branding for an arts/cultural organisation is, as is an ability to demonstrate cultural competence. Shout actively encourages and welcomes applications from people under-represented in the arts, cultural, and creative sector. This includes people who are racialised, those who identify as, (d)Deaf, disabled and/or neurodiverse and those who are care experienced.

For further information please contact jomuskett@blgbt.org

1. For more information visit: RNIB and [WGAC2.2 AA](https://www.w3.org/TR/WCAG21/#text-spacing) Guidelines, Contrast Checker available here: https://webaim.org/resources/contrastchecker/ [↑](#footnote-ref-2)
2. A good tool to check font family, size, weighting and required colours for accessibility standards is: http://colorsafe.co/ [↑](#footnote-ref-3)