

BRAND REDEVELOPMENT BRIEF AND INVITATION TO TENDER

1. INTRODUCTION & BACKGROUND

The University of Suffolk Students' Union (SU) is a charity and membership organisation representing over 14,000 students across the UK and overseas. The Ipswich campus hosts approximately 3,000 students, making it our largest student body.

We are student-led and provide a range of services and opportunities including:

- Representation
- Independent advice
- Events and activities
- Sports and societies
- Social opportunities
- Skills development and training

The SU is led by two elected student Presidents and overseen by a Board of Trustees, with day-to-day operations and strategic management delegated to the Chief Executive.

While legally and operationally separate from the University, we maintain close working links and receive funding via a block grant. There is no requirement for the SU brand to match the University brand; our independence and difference are important to how we engage students.

The past two years have seen significant change for the SU. By September this year, we will move into a purpose-built flagship space at the Waterfront campus, intended as:

"A flagship student space that integrates services, culture, and community."

Alongside this, we have developed a new three-year strategy, including refreshed vision and values, coinciding with the 10th anniversary of the University.

Our current brand is outdated and overly corporate: the logo is only square, the word "Suffolk" is not clear, and fonts are old-fashioned. However, we would like to retain the established black and bright orange colours where possible. Our current work uses the font 'ASAP Condensed' as body text, which works on both Canva and Adobe platforms so this is a font we may like to retain, subject to your overall new design.

If you would like to receive a confidential copy of our new strategy, or the existing brand guidelines, please email Moira Bryan, Marketing & Communications Manager: m.bryan@uos.ac.uk

2. PROJECT PURPOSE

We are seeking a design agency partner to:

- Redevelop the SU brand identity
- Translate our new strategy, vision, and values into a clear, distinctive visual identity
- Develop brand options suitable for Board approval
- Deliverables will include (but are not limited to):
 - Logo suite – primary, secondary, and icon/mark versions, adaptable across different SU services
 - Typography – approved fonts compatible with Canva and Adobe
 - Colour palette – complementing or contrasting the SU orange, with agency guidance on whether sub-identities are appropriate
 - Flexible visual style – imagery, graphics, tone, and applications across digital and physical platforms

This is a visual identity project only; we are not seeking strategy or values consultation.

3. PROJECT OBJECTIVES

By the end of this project we want:

- A distinctive, modern SU identity
- Stronger recognition and clarity among students
- Alignment with our strategic direction
- A flexible brand system for digital and physical use, which will include indoor and outdoor branding (eg to be used on social media, website, publications, outdoor vertical banners)
- A clear vision as to how the brand should be adapted for use by different parts of the SU going forward, eg sports teams and societies
- Clear differentiation from the University brand

We want students to feel a sense of energy, ownership, and pride in the SU, and recognise it as a visible and active part of their university experience

4. SCOPE OF WORK

Core Deliverables

- 2–3 distinct brand concepts for decision-making
- Each concept should include:
 - Logo suite (primary, secondary, icon/mark)
 - Colour palette
 - Typography system (suitable for use in both Canva and Adobe)
 - Visual style (imagery, graphics, tone)
 - Brand rationale aligned to the SU strategy

Final Output

- Refined brand identity post-Board approval
- Brand guidelines (digital PDF)
- Asset files in all relevant formats
- Example applications: social media, merchandise, printed publications, wall graphics

Mascot / Playful Elements

We have previously used rubber ducks as a fun and visible way to bring the SU brand to life on campus, originating from the “Don’t Duck Out of Democracy” elections campaign.

We would like to continue using ducks as a playful element in brand applications (eg events, social media, merchandise), but the main logo and brand identity should not be duck-themed.

Agencies are encouraged to explore ways the mascot could add personality without dominating the core brand.

5. WHAT WE’RE NOT LOOKING FOR

- Strategy or values consultation
 - Website development
 - Market research (unless agreed in advance)
 - Detailed designs for each of the three pillars and vision and values in the SU Strategy – this will form the basis of some work we will be doing directly with students
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6. AUDIENCE

Our student body is diverse, including school-leavers, mature students, commuters, and international students. Many balance study with work or caring responsibilities. The refreshed brand should feel inclusive, energetic, approachable, and relevant to all students.

7. TIMELINE

- Brief issued: Monday 13 April
- Proposal submission: Tuesday 5 May, 12:00 noon
- Agency selection (internal): Friday 8 May (TBC)
- Project start: Week commencing 18 May
- Concept presentation: Monday 22 June (TBC)
- Revision/refinement period: Late June – Monday 13 July
- Final concept decision: Monday 20 July
- Final delivery: Monday 10 August

Agencies should include their own detailed project plan and timeline.

8. BUDGET & COMMERCIALS

Agencies should provide a full cost proposal, including:

- Total project fee
- Breakdown by stage (concept development, revisions, final delivery)
- Day rates (if applicable)
- Optional add-ons (e.g., merchandise templates, motion graphics, photography)
- Payment schedule
- VAT clarification

Guidance: For a SU of our size and scope (2–3 concepts, logo suite, colour palette, typography, visual style, brand guidelines including applications across digital and print) we would be looking to spend in the region of £8k. Agencies may propose alternative approaches if justified by the deliverables and timeline.

9. PROPOSAL REQUIREMENTS

Agencies should include:

- Relevant experience (membership organisations, education providers)
 - Case studies
 - Proposed approach/methodology
 - Project timeline
 - Team structure
 - Detailed costs (as above)
 - 2–3 references
 - Confirmation of availability
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10. DECISION-MAKING & EVALUATION CRITERIA

Agency selection: Marketing & Communications Manager, Student Staff member and SU Senior Leadership Team

Final brand decision: Marketing & Communications Manager, Student Staff member & SLT, with input from Full-Time Officers and Trustee Board

Proposals will be evaluated on:

- Understanding of the brief
- Relevant experience
- Creative approach
- Value for money
- Ability to meet the timeline

You are welcome to visit the Students' Union for an informal chat and tour at any point during the tender process. Please contact Moira Bryan to organise this

11. CONTACT & SUBMISSION DETAILS

Contact: Moira Bryan, Marketing & Communications Manager

Email: m.bryan@uos.ac.uk

Submission format: PDF

Deadline: Tuesday 5 May, 12:00 noon

Day-to-day project management will be through the Marketing & Communications Manager.

NOTES FOR AGENCIES

- Agencies are encouraged to demonstrate how concepts could work across physical spaces, merchandise, and social channels.
- The refreshed brand should be instantly recognisable by students, practical for staff to use, and adaptable for the new SU flagship building.
- The brand should feel student-led, inclusive, and energising, while remaining flexible for the future.
- Playful elements, such as our rubber duck mascot, may be used to bring the SU to life and reflect the fun, approachable personality of the organisation, but should not dominate the main brand