



17th April 2019

From Marion Morgan, Chair of the Board of Trustees, on behalf of Escape Arts.

Expressions of interest are sought for the rebranding of award winning Stratford upon Avon based charity Escape Arts.

Broad overview of Escape Arts

Inclusive arts & heritage within the heart of the community

Our core belief is that enriching people's lives strengthens our communities. Our work aims to address isolation and inspire strong, vibrant and happy communities, improving the quality of life for all involved.

First established in 1997 and becoming a charity in 2003, Escape Arts offers regular professional workshops, in a relaxed and friendly environment, enabling adults and young people to become involved in creative and community heritage projects. Our programmes offer tailor made creative activities which challenge individual expectations, allowing each person to grow and find their creative voice, helping to promote health & wellbeing and community cohesion.

Escape Arts is the recipient of:

The Queen's Award for Volunteering (the MBE for voluntary groups)

Pride of Stratford - Educator of the Year

Quality for Health Award

Link to current website

<http://www.escapearts.org.uk/>

Current logo



Key challenge

To rebrand Escape Arts without losing our already significant position locally and regionally, to build our national presence as a provider, to convey the high quality provisions we offer across our activities and to create a coherent yet flexible brand identity online and in print media

Similar Organisations for comparison

Other arts, health and heritage activity providers - SBT, RSC, Mind, independent arts practitioners

Target audience

Funding bodies - national, international, regional, multi-agency. Arts Council, Big Lottery, Warwickshire County Council, Stratford Town Trust, small independent funding bodies and the NHS are some examples of the range of organisations we currently receive funding from
Participants and their carers/families

Referring bodies (Social Services, NHS, schools, councils etc)

Press

Brief: required content

A full organisational strategic review has taken place and part of this was cross-organisational consultation on branding. The rebranding is in response to the review and feedback.

The feedback has led to the following decision:

1. The kingfisher element should be removed.
2. Focus on wording 'Escape Arts' with strapline 'Creating Community Wellbeing' - font and colour palette, with variations in palette for different areas of the organisation.
3. Versatility and compatibility for use in print and digital formats with an understanding of the requirements (aesthetic and budgetary) of both.

Tone and brand voice

Relaxed, professional, creative, passionate, inclusive, reliable

Media strategy

With the development of our marketing strategy embracing new technology in addition to print, the branding we seek needs to function in digital and print formats. Colour palettes will need to reflect print requirements - particularly cost effectiveness and true-tone of colours selected - as well as ensuring a vibrant on-screen presence

Branding elements will include:

A full logo with strapline (provided)

A reduced logo for use as website thumbnail

A flexible approach to adaptation - Escape has many areas of working and so methods of maintaining coherence whilst identifying discrete areas of our work with 'sub-logos' need to be identified (the use of an expanded colour palette for example)

Budget

£800 plus VAT

Commissioning Process

In the first instance, please send an expression of interest with examples of previous commissioned branding/logo work or coursework. We are particularly looking for evidence of both print and digital experience.

The Board and Artistic Director of Escape Arts will consider all submissions anonymously and on the basis of creative 'best fit' and record of successful partnership working and will respond to all submissions quickly.

Three submissions will be shortlisted and will be invited to send initial draft designs and the final successful submission will be selected.

The organisation selected will then be commissioned and invited to work quickly with the Board of Trustees and Artistic Director to provide three options for the rebrand, which will be decided upon as quickly as possible to enable progress to be made with the full online and print rebrand.

Time frame - from closing date for expressions of interest to completion - 8 weeks.

Full recognition of the branding work will be given online and in the rebrand press release, reflecting our thanks for your support.

Please send initial submissions of interest to the Artistic Director, Karen Williams at:

karenwilliams@escapearts.org.uk

by 5pm Friday 3rd May.

Registered Office

The Old Slaughterhouse,
Sheep Street, Stratford upon Avon, CV37 6EE

Escape: Community Art in Action
Registered Charity Number 1097718
Company Number 4441388