

## Invitation for Quotations

### The Development of School Logos and Branding

**Date of Publication:** 19 May 2017.

#### Introduction

It is an exciting time for the Lime Trust, [a Multi Academy Trust] which is on a journey of rapid growth, and expansion. We have three schools based in Peterborough joining the Trust on the 1 July 2017 and a new school 'Lime Academy Ridgeway' due to open in September 2018.

As such we are looking for a company to work with us to develop the identity, branding and logos for each of these schools when they officially open as academies in July and our new school opening in September 2018.

We know Image is important and we are keen that all the schools retain an element of uniqueness whilst clearly being identifiable as being part of the MAT. We have high standards and clear ideas about the image of the Trust and the direction of the branding of our schools so it is really important the chosen supplier is willing to talk to the central team to get an understanding of our ideas and expectations.

Larkwood Primary Academy, the Trusts flagship school has well established branding that we do not want to change, therefore, we would like the new schools identities to not only be recognisable as part of the Lime Trust but also have a connection to the branding of our existing school.

#### Requirements:

We would like the quotation to include:

- **Development of new school logos for 4 schools** – To be supplied in various useable formats (High res, low res, Jpeg, EPS, one colour, full colour and if applicable different versions for varying mediums) The Logo will also be used across a variety of mediums including uniform, signage, documents, website and social media and it is important that we have a design/s are suitable for each/across all areas.
- **A simple and concise set of brand guidelines for each school**- including the specification of pantone references and placement in conjunction with other logos and the Trust company information.
- **A clearly specified amount (or limit where relevant) to number of meetings, amendments and proofs required to provide the elements listed.**

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#### Lime Trust

New Road, Chingford E4 8ET T: 020 8506 3649 E: [info@limetrust.london](mailto:info@limetrust.london)

The Provision of:

- **A template Power point presentation** – to be used for internal and external audiences i.e. parents meetings, open events and staff training.
- **Template Letter head**- to be used in all formal correspondence, it is important that the template is easy for schools to edit and use daily. We would also like a print ready version for the schools to be able to order high quality paper for official letters. Each schools version must contain the Lime Trust company information and any of the schools awards, recognitions/kite marks.
- **Template report**- to be editable/useable in school.
- **Template compliment slip** to be editable/useable and in print ready format
- **Template email sign off** (editable for staff to personalise) with name and contact details.
- **Template Newsletter** (Maximum of two pages with key features and icons: Headteachers message, news of the week, dates for your dairy, attendance awards, key messages. The template must be flexible so that the school can adapt it to suit its needs.

### **Background and supporting information:**

We like to think we are unique and want you to be as informed as possible when submitting your quotation and therefore invite you to view the following information to gain a greater understanding about the trust and our requirements:

- Lime Trust company information: Logo- 2 formats, Lime Trust brand guidelines.
- Lime Trust website, template documents, email sign off/business cards. [www.limetrust.london]
- Lime Trust and schools company registration information and interim school footers.
- Larkswood Primary Academy: logo, template documents, brand guidelines, website, Images of the school uniform, Newsletters & letterhead. [www.larkswoodlime.london]
- Lime Academy Parnwell: Ideas for the new logo as submitted by the staff and pupils at the school. the current School website for further information on the community school prior to conversion [Parnwell Primary School]
- Academy Abbotmede: Ideas for the new logo as submitted by the staff and pupils at the school. Current School website for further information on the community school prior to conversion [Abbotmede Primary School]
- Lime Academy Watergall: Ideas for the new logo as submitted by the staff and pupils at the school. Current School website for further information on the community school prior to conversion [Watergall Primary School]
- Lime Academy Ridgeway: New School for Enfield, see promotional information via the Lime Trust website. [www.limetrust.london/ridgeway]

(To register your interest and received the supporting document pack please email [Claire.keefe@limetrust](mailto:Claire.keefe@limetrust))

### **Timescales:**

- Request for quotations sent out and published on our website 19 May 2017.
- Formal submission of interest from companies to provide a quotation: 26<sup>th</sup> May 2017 (10am)

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- Submissions of questions and informal conversations with potential companies [22 May to the 26 May, 10am]
- Circulation of answers to questions to all interested parties [26 May, Afternoon]
- Quotation deadline. [Wednesday 2 June, 10am]
- Quotations viewed and Invitation to meet the team sent [2 June 2017]
- Meetings with the team: [5 June, time tbc]
- Successful company notified and work to begin [9 June 2017]
- Logos established for each School [19 June]
- All other documents provided to the Trust [28 June]

### **Our budget and submission of quotations**

Our budget is limited and it may be necessary for us to select key items from the specification for development now with others to follow at a later stage. It would therefore be useful if you could provide detailed costings for each element and if different, the combined charge to complete all the work listed.

Within your quotation please specify how you propose to develop ideas and work in collaboration with the Lime Trust team to ensure that our expectations are exceeded.

Please also detail any ideas, specifications and details about the items you intend to develop or information that you believe is important for us to consider.

**All Correspondence, questions submissions of interest and quotations should be sent to Claire Keefe, Email: [Claire.keefe@limetrust.london](mailto:Claire.keefe@limetrust.london), Tel:07951 736 233 by the deadlines specified above.**