

# Invitation to tender – Brand Positioning

## Background

The Junction Foundation is a registered charity that exists to support children, young people and their families. Its core aim is to make a difference to the lives of children, young people and their families. The Junction is focused on achieving three key outcomes.

- Making life better for young carers
- Building resilience and improving mental health
- Unlocking potential and transforming lives

Our approach is underpinned by 3 key principles.

- Children and young people at the heart of everything we do
- Our workers are key to building positive relationships
- Working with partners to make change happen

Over the past 12 months The Junction has been moving through a period of change and growth to provide an increasingly sustainable income mix; safeguarding its existence for the future. Exploring for the first time enterprising solutions to generate its own income and decrease its dependency on grant funding.

Naturally, this has led to questions around what would, and what would not, fit within its brand and ethos. It is this that has been the primary catalyst to issue this tender.

## Project Requirements

We are looking to appoint an agency to undertake a brand positioning piece of work with The Junction to reaffirm its vision, mission and values. As an organisation, our staff, trustees and clients all have their own views and opinions about what The Junction stands for.

While this could be viewed as a positive, we want to ensure that everyone who engages with us, 'gets us'. To achieve this we believe that we need to ensure that our team are all pulling in the same direction. (Workers, volunteers, board members and young people)

There are a number of components that we would consider making up the essence of our brand, which through the engagement of an agency, we would like to ascertain.

- **Our point of difference** - in an increasingly competitive market, what is our point of difference? While we believe we know this internally, further exploration is needed.

- **Vision, Mission and Values** - where are we heading, what are we wanting to build and what are the values we live by?
- **Strapline** - A short and sweet message that sums up what The Junction does.
- **Characteristics & Tone of voice** - how should The Junction as a brand act and behave?
- **Key Messaging** - A number of key messages that The Junctions team can use throughout their work and engagements with stakeholders and in marketing materials.

We envisage this process being presented to us as a report or 'brand story' document. Your submission should **NOT** include creative delivery. This will be sourced separately by tender.

### **Selection Process**

Please provide us (not longer than 2 sheets of A4) an overview of how you would approach this project.

We will invite shortlisted agencies to present their process to a board which will include young people on the 9/11/2017.

You will be allocated 1 hour to present, and should allow time for questions. If you wish to tender for both of our briefs, this time will be extended to 1 hour 30 minutes.

We are looking to make a decision the same day and kick off the project shortly after.

**You should send your expression of interest, and overview document to [lawrence.mcanelly@thejunctionfoundation.com](mailto:lawrence.mcanelly@thejunctionfoundation.com) before 12 noon on the 2<sup>nd</sup> November 2017.**

# Invitation to tender – Brand Solidification

## Background

The Junction Foundation is a registered charity that exists to support children, young people and their families. Its core aim is to make a difference to the lives of children, young people and their families. The Junction is focused on achieving three key outcomes.

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Over the last 12 months, The Junction has been making efforts to improve its physical appearance as a 'brand'. We feel that the next logical step is to solidify our image more formally so that we can ensure consistency across the materials we're putting out into the world.

As part of a previous tender, The Junction commissioned a piece of work which was targeted at solidifying its brand, deeper than its physical appearance. This report will be provided to the agency we select and should be used to ensure that its direction is effectively transposed into The Junction's physical appearance.

## Project Requirements

This project is very much centred around one thing, equipping The Junction with a brand toolkit that it can use to achieve visual consistency.

Our core requirements are:

- **Brand Guidelines Document** (logo use, colour palette, image style/treatments, document layout styles, typography). This section of the project should include your approach to developing the individual component parts of the brand guidelines document.
- **Presentation Templates** (PowerPoint, Keynote, PDF)
- **Collateral design** (Letterheads, Business Cards, Compliment Slips *etc.*)
- **Photography** (Image style, treatments) - we are happy to discuss a photography budget on your advice.
- **Document Templates** (Letterheads and report template, as Word document)

- This list should not be viewed as 'complete' and is there to show what we would consider our bare minimum requirements should be. We are looking for advice from an agency as to what they would see making up our brand collateral package.

This project does NOT include The Junction's website.

*Please Note: All final assets will be provided to The Junction. This includes all .AI files (etc). While we will be keen to continue engaging the successful agency, The Junction is extremely against agency lock in.*

### **Selection Process**

Please provide us (not longer than 2 sheets of A4) an overview of how you would approach this project.

We will invite shortlisted agencies to present their process to a board, including young people, on the 9/11/2017. You will be allocated 1 hour to present, and should allow time for questions. If you wish to tender for both of our briefs, this time will be extended to 1 hour 30 minutes.

Our aim is to make a decision the same day or close to and kick off the project and partnership shortly after.

**You should send your expression of interest, and overview document to [lawrence.mcanelly@thejunctionfoundation.com](mailto:lawrence.mcanelly@thejunctionfoundation.com) before 12 noon on the 2<sup>nd</sup> November 2017.**