



## **Tender for the Redesign of the Kings Heath BID Brand**

### **Who We Are**

We are Kings Heath Business Improvement District, a local organisation funded by the businesses on Kings Heath High Street and surrounding area, with the aim of promoting the area and supporting the businesses here.

We are looking to redesign our brand in order to give us a consistent, recognisable presence on the street and online. Our target audience for branding comprises two distinct groups: the public of Kings Heath and other areas, and the businesses we represent. This is a very broad audience, so the branding needs to be as inclusive as possible.

The goal of our branding is to make the BID more visible in the local area and online, to distinguish the BID projects from those implemented by the council in the local area, and make sure our online presence is immediately recognisable.

Therefore, we need a consistent theme, including a logo, colour palette, and typography guidelines to make our branding consistent and recognisable.

### **What We Do**

Kings Heath BID works across four primary project themes:

- **Clean & Green:** keeping the BID area tidy and pretty.
- **Events & Marketing:** events for the community and promotion of the area.
- **Safe & Accessible:** making sure the area is kept safe and welcoming and everyone can get here and get around.
- **Supporting Business:** Saving our businesses money, upskilling them and solving their problems.

We deliver initiatives across all of these project areas, seeking creativity, innovation, value for money in all that we do, and constantly looking for ways to continue to improve our already vibrant area.

Additionally, the BID places itself at the centre of the Kings Heath Community, championing Birmingham's most vibrant high street and doing our best to ensure that we hold our public sector partners to account and get the best from them.

*Kings Heath Business Improvement District*

*1a Station Road, Kings Heath, Birmingham, B14 7SR*

[www.enjoykingsheath.com](http://www.enjoykingsheath.com) | 0121 444 5166 | [info@enjoykingsheath.com](mailto:info@enjoykingsheath.com)

VAT Reg: GB943790690 | Company Number: 05785221



## Brief

### Brand

Kings Heath is a vibrant suburb with an active community and many different local businesses. The branding should reflect this, with a modern theme and clear typography which can be used in many different formats.

We are looking to redesign our branding to focus on the 'Enjoy Kings Heath' brand, which we are already using for social media and have used on merchandise in the past. This means we will no longer advertise ourselves as 'Kings Heath BID'. The entire brand identity should be usable in a professional setting.

We are a modern and diverse urban area, and we would like our brand and logos to reflect this. Our high street retains a strong mix of traditional retail and innovative new businesses with a slow creep towards hospitality and entertainment. We appeal to top-up shoppers and to those people looking for somewhere to meet up.

Our immediate target market is people who live in and around Kings Heath and the success of events from Queens Heath Pride to Eid in Kings Heath highlight both the broad and tolerant nature of the area.

### Deliverables

The following deliverables are detailed below:

- Logo and lock-ups
- Brand guidelines document
- Templates for documents and communications

#### LOGO

This is the part of the brief that should be completed for the competition. The entrant with the best logo will be selected to complete the rest of the brief.

The logo should be recognisable at large and small sizes as it will be used on the website, social media, and BID projects such as street planters. It should have one, or at most two colours, so it can be varied with a light, dark, and accent coloured version to be used as appropriate.

It should be clear that it refers to Kings Heath, (for example the current logo uses a crown motif, or using the letters KH in some way) and usable with or without a text caption of 'Enjoy Kings Heath' (stylised as you see fit.)

#### Logo Lockups

Brand guidelines should detail correct usage of the Enjoy Kings Heath logo, including lockups for at least:

- Logo and wordmark – either horizontally, vertically or both
- Logo alone

*Kings Heath Business Improvement District*

*1a Station Road, Kings Heath, Birmingham, B14 7SR*

[www.enjoykingsheath.com](http://www.enjoykingsheath.com) | 0121 444 5166 | [info@enjoykingsheath.com](mailto:info@enjoykingsheath.com)

VAT Reg: GB943790690 | Company Number: 05785221



Both should have variations for dark and light backgrounds, and at least one monochromatic variation (if logo contains colours).

## BRAND GUIDELINES

A document detailing the specifications and correct usage of the branding elements for BID staff to refer to when using branding.

### Colour Palette

We need two sets of primary colours for the brand identity, with one set for light text on a dark background and one set for dark text on a light background. These should comprise, at least:

- Background colour
- Foreground (text) colour
- Accent colour for each area of activities:
  - Clean & Green
  - Events & Marketing
  - Safe & Accessible
  - Supporting Businesses

The background and accent colours should facilitate accessibility by having a minimum contrast ratio of 4.5:1 with the text colour, so that they can be used for buttons, headings, etc, in line with Web Content Accessibility Guidelines AAA Standard.

You can find a contrast checker here: <https://webaim.org/resources/contrastchecker/>

### Typography

The typography should comprise at most two fonts, which can be used in print and web materials. They should be legible at large and small sizes in print, as well as suitable for use on a website and social media.

The branding document should specify styles and relative sizes for headers 1 through 6 and block text.

### Tone of voice

The tone of voice should detail guidelines to follow when creating marketing materials for Enjoy Kings Heath.

### Brand in Action

The brand guidelines should, where appropriate, include examples of correct and incorrect usage of the branding to make the correct usage clear to those who need to use it.

## TEMPLATES

Templates for the appearance of standardised documents and communication for Enjoy Kings Heath.

### Email Templates

B2B and B2C templates for communication with member businesses and the public. Should be easily used with/imported to Mailchimp.

*Kings Heath Business Improvement District*

*1a Station Road, Kings Heath, Birmingham, B14 7SR*

[www.enjoykingsheath.com](http://www.enjoykingsheath.com) | 0121 444 5166 | [info@enjoykingsheath.com](mailto:info@enjoykingsheath.com)

VAT Reg: GB943790690 | Company Number: 05785221



### Social Media Templates

Templates for Instagram and Facebook Posts which feature a headline and optional supplementary information.

### Document Templates

For official Enjoy Kings Heath Documents, we will require a standard document template for Policy documents and the like, and an Invoice template, both to be used in MS Word.

## Timescale

We are looking to launch our new brand by August 2024 so the following timelines will need to be adhered to, to ensure we are able to launch in time;

Logo Redesign Competition closes: Friday 17<sup>th</sup> May 2024.

Brand Redesign Contract awarded: Monday 20<sup>th</sup> May 2024.

Brand Redesign Consultancy begins: Monday 3<sup>rd</sup> June 2024.

Kings Heath Brand relaunch: Monday 29<sup>th</sup> July 2024.

We will require weekly updates, including visuals as well as updates via email and/or face-to-face meetings. This will ensure we are on track and all on the same page with the design.

You will be working closely with Dylan Datta, Kings Heath BID's Marketing Business Support Assistant who will also be your point of contact during the entire project.

## Budget

£3,000 inc. VAT

*Kings Heath Business Improvement District*

*1a Station Road, Kings Heath, Birmingham, B14 7SR*

[www.enjoykingsheath.com](http://www.enjoykingsheath.com) | 0121 444 5166 | [info@enjoykingsheath.com](mailto:info@enjoykingsheath.com)

VAT Reg: GB943790690 | Company Number: 05785221



## Example – Current Kings Heath BID Branding



Safe and Accessible



Supporting Businesses



Clean and Green



Events and Marketing



Dark Theme Colour



These are the variants of the Kings Heath BID logo currently in use; one full colour, one light and one dark. The full colour version contains the four theme colours.

**This is a heading using Montserrat Black**

This is a subheading using Montserrat Semibold

A SMALLER SUBHEADING USING MONTSEERRAT

Smaller Heading Using Noto Sans Bold

This is block text using Noto Sans.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc fermentum magna nibh, vel lobortis tellus finibus sit amet. Nam commodo semper nisl, vitae pellentesque lorem porttitor eget.

*Kings Heath Business Improvement District*

*1a Station Road, Kings Heath, Birmingham, B14 7SR*

[www.enjoykingsheath.com](http://www.enjoykingsheath.com) | 0121 444 5166 | [info@enjoykingsheath.com](mailto:info@enjoykingsheath.com)

VAT Reg: GB943790690 | Company Number: 05785221