

**Voices Foundation Brand Refresh  
Request for Proposal**

**1. Background and aims**

- **Background:** The Voices Foundation (VF) was founded 26 years ago by Suzi Digby. Our founder was driven by the knowledge that music, and singing in particular, can have a transformative impact on children’s development. In order to reach as many children as possible we focus our efforts on the education system, working with and through the statutory obligation to teach music and the national curriculum framework, rather than on direct delivery to children.

VF has made enormous strides towards helping as many children as possible unlock their musical ability, develop core skills and improve their wellbeing. In 2019 we worked 25,000 children, 2,000 teachers via in-person training and have taken this even further through the launch of our digital strands in 2020.

- **Vision:** Transforming music education so every child can find their voice
- **Mission:** Voices Foundation works alongside teachers and school communities to transform music education, supporting children’s wider skill development and wellbeing through accessible and inclusive singing programmes. We provide Continuing Professional Development and Learning for educators, inspiring content for parents and in-depth research and evaluation. Together, we can ensure that every child can find their voice through the power of singing.

<b>Values</b>	<b>Rationale</b>
Collaborative	We work side by side with our partners to deliver results for children
Curious	We continually seek to deepen our understanding of the need for and impact of our work in order to increase our ability to create change
Inclusive	We work to enable every child to find their voice, no matter their background or ability
Pioneering	We innovate and push the boundaries of our delivery in order to increase our reach and impact
Sustainable	We are seeking to create systemic change that is not reliant on VF delivery in the long term

## 2. Key Audiences

Audience	Segment	Who they are	What motivates them
Schools/ Programmes	Headteachers/Senior Leadership	Key decision makers	Delivering clear impact on school results
	Classroom Teachers	Advocates, immediate beneficiaries and practitioners	Personal/Professional development and high quality teaching support
	Parents	Advocates	Watching children succeed in school programmes and online projects
	Children	Ultimate beneficiaries	High quality music education experiences
Funders	Minor Donors	Private individuals/general public	Impact of programmes, altruism, being part of a movement and the personal gratification of giving
	Major donors	Private HNW individuals	Impact of programmes, altruism, creating change, networking/profile and the personal gratification of giving
	Corporate sponsors	Companies	Alignment with company goals, employee and customer engagement, public profile, brand development
	Grant Making Trusts and Foundations	Public/Charitable Organisations	Measurable levels of impact which clearly demonstrate improved outcomes for children and impact for the sector/wider social mission at large
Sector	Music Education Sector colleagues	Individuals with expertise relating to the music education sector	Organisational commitments which challenge the status quo and work to improve the current state of music education. Topical discussions and opportunities to collaborate.

## 3. Current brand assets

- **Current Brand:**
  - By way of current visual brand, our formal assets consist of a wordmark (which has been used as a logo thus far), limited colour palette, and font pack. ([see example](#)).
- **Brand Limitations:**
  - We have significantly grown our audience over the last few months (particularly on digital channels) and are set to continue building on this momentum going forwards, but we do not have a developed visual brand to support this growth in our profile.
  - Currently our brand is limited to a wordmark and two brand colours. No other assets (such as colour palette, logo or tone of voice) or guidelines are in place.
  - Without a developed visual brand that supports and complements our 2020-23 strategy we will not be able to effectively grow, engage our audience and raise our profile as a thought leader.

#### 4. The brief in a nutshell

- The aim of this project is to create a compelling and mission-led visual brand identity for the Voices Foundation. We are looking for a partner who can work with us to create a new visual identity, including but not limited to a logo and brand guidelines. We want to inject VF with an exciting and fresh look in order to help us as we seek to increase our profile, grow our audience and build credibility. We are looking for something that is immediately recognisable, easily translated, and scalable across multiple mediums. In light of our recent strategy refresh, we have a clear trajectory for the organisation, backed by refreshed mission, vision, and set of values. We are looking for our visual brand to bring this to life and help us communicate our message to our various stakeholders.

#### 5. Project Scope and Deliverables

The responsibilities of the **Brand Design Agency** will include:

- Working with the Voices Foundation to **develop a compelling & mission-led visual brand identity**. This will include the following deliverables:
  - Essential
    - a) Logo and wordmark which works both online (across desktop and mobile devices) and offline
    - b) Colour palette
    - c) Fonts
    - d) Style guide on tone of voice/brand personality
    - e) Guidance on assets
    - f) Design lock-ups /exclusion zones etc.
    - g) Photography Guidelines
    - h) Illustration style guide
  - Ideal
    - a) Support on audience development and value proposition work
      - Creating personas and individual archetypes for current stakeholder groups
    - b) Bank of core brand assets:
      - Internal communication materials: letterhead, business cards and all other types of stationary
      - Digital assets: social (Facebook, Twitter, LinkedIn) header and profile picture graphics
      - Templates: for videos, PowerPoint presentations, emails, proposals, direct mailings and press releases
- **Project and production management** for the design of Voices Foundation brand identity. Responsibilities are likely to include, but are not limited to:
  - Compilation of tender information
  - Provision of estimates of cost at each stage of the design process and implementation of cost control procedures to ensure budgets are maintained;
  - Preparation of detailed work programmes to show action required to achieve the key stages of the project;
- **General services**, as required.

#### 6. Considerations

- Voices Foundation is looking to modernise our brand in a way that lives up to our current values. We do not wish to be seen as a ‘charity brand’, but rather an innovative organisation with a social mission. The work we do is unique and we want our brand to reflect this. We hope to communicate this message as simply and as efficiently as possible across multiple channels and are keen to ensure the brand reflects this approach.

- As we look ahead to 2021, we plan to follow this important piece of work with a full re-design of our website. We are still gathering the necessary funding for this phase, but it is our hope that we can maintain partnership with a single organisation through both phases.
- Music Education Sector Organisations with brands we admire:
  - [Music Masters](#)
  - [Music For Youth](#)
  - [Youth Music](#)

## 7. Timeline

- 25<sup>th</sup> January: Indication of interest and participation deadline
- Week of 1<sup>st</sup> February: Credentials & chemistry meetings
- Week of 15<sup>th</sup> February: Meetings with VF board members (fuller creative proposals)
- 19<sup>th</sup> February: Appointment of agency

## 8. Budget

- Available upon request

## 9. Contact and team

- Please send any correspondence to Daniel Rooney, [daniel.rooney@voices.org.uk](mailto:daniel.rooney@voices.org.uk)
- If you have any questions ahead of submission, please feel free to contact one of the following members of our team:
  - Jennifer Coleman-Peers, Interim CEO: [Jennifer.coleman-peers@voices.org.uk](mailto:Jennifer.coleman-peers@voices.org.uk)
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