

Branding and communications brief

Overview

[Protection Approaches](#) is part of a consortium of 14 national and community-based groups with expertise in hate crime reporting, hate crime prevention, and supporting East and Southeast Asian victims/survivors of racial violence.

Together we are working to design, develop and deliver a new UK-wide hate crime and hate incident support and reporting service for all people in the UK who identify as East and Southeast Asian, including recently arrived Hong Kong BN(O) status holders.

The project will create an independently branded, community trusted, accessible, and well used service including a 24/7 helpline and website. It will break down barriers to reporting and ensure that victims/survivors of hate crime from all East and Southeast Asian communities have access to the ongoing support that they need. It will capture incidents of hate such as identity-based violence and harassment including the nature, range, and numbers to underpin new measures to address such incidents through mitigation, prevention, and justice approaches.

We are looking for an organisation or group of professionals who can deliver four key elements of this project:

1. Develop the **branding** for the new service including the name, logo and colours
2. Develop a **communications and public relations strategy** identifying core messages and impact sought across all elements of external communications including social media, traditional press, community stakeholders and national policy conversations
3. **Web UX/UI design** (in partnership with our website team who will be developing the site map and content)
4. **Web development** (in partnership with our website team who will be developing the site map and content)

Deliverables

The new service will require new, recognisable and independent branding that resonates with diverse East and Southeast Asian Communities. Using insights and learnings from a major community consultation which is currently underway the organisation or individuals will need to deliver:

1. **Branding**
 - A name, logo, and colour pallet and brand usage guidelines for the new service agreed by all consortium partners
2. **Communications and public relations strategy and collateral**
 - Alongside project partners identify and create core messages for the service
 - Develop communications and PR strategy for launch of the service
 - A communications guideline and message pack for all project partners
 - create bespoke templates to cover all digital channels (website, social, email) in line with communications strategy
 - Secure positive press coverage across national, community, and social media platforms

3. Web UX/UI design

- Develop website wireframes and mockups against creative brief and user requirements
- Develop graphics and other creative assets for use on the website consistent with the branding for the service

4. Web Development

- Delivery of the website designs against mockups produced by the branding lead with input from the UX meetings (allowing at least 3 meetings)
- SEO optimisation
- Ongoing maintenance of the website until the end of the delivery period

Timelines

The timelines for this project are extremely short and as such the successful organisation or individuals will need to commit to the following timelines.

- By 9th March 2022 - Appointment of successful organisation / individuals
- By 1st April – Branding completed and agreed
- By 8th April - communications and public relations strategy completed and agreed
- By 27th April – Website build completed and ready for launch

Budget

We have a strict budget of £17,000 inc. VAT. This budget is to cover all components set out in this brief. We welcome pitches that cover separate components and are willing to explore partnerships with multiple parties.

Expression of Interest

Please submit an expression of interest or any questions to Andy Fearn andy.fearn@protectionapproaches.org as soon as possible as we will be holding meetings with those who have submitted expressions of interest from week commencing 28th February.

Expressions of interest should set out why your organisation or group would be well placed to deliver this brief, which deliverables you intend to cover and your fees.

If you require further details on the project or specific technical requirements please email andy.fearn@protectionaapproaches.org or call on 07590041949

Proposals that meet the mandatory requirements will be evaluated with the following criteria in mind:

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- Experience working with non-profit organisations
 - Experience creating websites with similar level of functionality (webforms, resource centres, content management etc.)
 - Aesthetic capabilities of vendor based on quality of portfolio and project references provided
 - Expertise in communicating appropriate technical and creative solutions
 - Deep understanding of issues faced by East and Southeast Asian communities and community members in the UK
 - Proven track record with successful project delivery in tight timeframes
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