



# LEATHERHEAD BUSINESS IMPROVEMENT DISTRICT (BID)

## INVITATION TO QUOTE

### Brand & Visual Identity, Graphic Design & Assets, and Guidelines

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#### 1. About Leatherhead

Leatherhead is an attractive and well-connected market town in an affluent part of Surrey, benefiting from an exceptional location adjacent to the M25 and with strong rail links into London. It also sits as a gateway to the Surrey Hills National Landscape, offering a distinctive “town meets countryside” identity. Like many lower order town centres, Leatherhead faces many challenges including retail vacancy, footfall pressure and the loss of national chains; however, the town is at a key moment of change with major planned regeneration of the town centre (including the Swan Centre and Bull Hill). This is progressing through the planning process and is positioned to transform the heart of Leatherhead into a more vibrant place to shop, work, spend time and invest.

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#### 2. About Leatherhead BID

Leatherhead BID is a newly established Business Improvement District commencing 1 January 2026, representing c230+ levy-paying businesses within a total of over 300 businesses in the town centre BID area. The BID will deliver a five-year business plan focused on improving the trading environment, increasing footfall, enhancing the visitor experience, strengthening business engagement, and supporting town centre vitality.

This is a rare opportunity play a pivotal role in shaping the future brand and visual identity of Leatherhead town centre, at the start of the new BID.

You can read more about the Leatherhead BID at [www.leatherheadbid.co.uk](http://www.leatherheadbid.co.uk)

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#### 3. Brief

Please provide a quotation to create an innovative, creative, informative and engaging visual identity for the Leatherhead BID which will include brand name and visual design, graphic assets and a guideline that can be shared online and in pdf format.

It is important to consider other branding currently being used in Leatherhead and how the BID can have its own distinct identity, yet reflecting the location. The term ‘Leatherhead BID’ is currently the formal name of the partnership, the new brand name will focus on identity, place-making and engagement.

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#### 4. Specifications

The brand and visual identity must be accessible and in line with current search engine visibility and AI-driven discoverability. Please include the following:

##### a) Brand Examples

1. Please provide 2-3 example directional brand routes

2. Test with the BID board marketing sub-group

**b) Name**

1. Consumer-facing brand name - *consider availability online and on social media*
2. Tagline/strapline

**c) Logo Marques**

1. Primary marque
2. Lockups
3. Social Media and online graphics
4. Sizing /exclusion zones / placement
5. Variants legible at small sizes and on mobile devices and suitable for website headers, social avatars, favicons and digital and print signage
6. Collaborations

**d) Brand Colours**

1. Primary colours
2. Supportive colours
3. Logo options
4. Colour contrast suitable for WCAG accessibility standards

**e) Typography**

1. Primary typefaces/fonts
2. Secondary typefaces/fonts
3. Usage that is practical for web, email, digital and print documents

**f) Assets and Brand Playbook**

1. A comprehensive brand guideline/playbook (pdf and online format)
2. Downloadable graphic and logo assets
3. User interface icons, buttons, menus, headers
4. Digital newsletter / email marketing framework – Consumer and B2B options
5. Digital signature
6. Correspondence letterhead
7. Examples of correct and incorrect usage
8. Guidance on usage and application across all platforms, suitable for non-designers and partner organisations

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Deadline for submissions is **midday Wednesday 18 February 2026.**

**Responses**

If you would like to quote for this contract, please include the following evaluation criteria:

- An overview of your company and your approach to this project
- Include examples of any relevant experience which highlight your suitability for this contract and provide at least 2 recent and relevant case studies
- The time you have allocated to this project and when you can start
- A full breakdown of costs to deliver this project, see above specifications



- Additionality, what can you offer in addition to the above brief that will add value to the project, especially in relation to working for a not-for-profit organisation.

Please confirm when you would be able to start the project, and specify your time to deliver this contract in your response. This project will complete by end April 2026.

Applicants are welcome to quote for this brief only, or this and other parts of this supplier procurement across branding and visual identity, website development, and digital marketing and communications.

Shortlisted applicants will be invited to meet Leatherhead BID board representatives for an interview and presentation.

**Contact**

To submit your quotation or if you have any questions, please email the BID consultants:

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