

Looe Tourism Branding 2020 tender

Introduction and Background

1. Looe is an historic settlement with everything it takes to be a classic Cornish coastal town: fishing harbour, railway branch-line, pier, beach, and narrow streets with a huddle of quaint cottages, interesting shops, and good places to eat and drink. Today, the main forms of income and employment for the town is tourism, the fishing industry and the provision of services to the local community.

You are invited to submit a tender for the branding services required as outlined below.

Overview

As part of our wider destination marketing project, Looe council require the creation of a brand. This will portray the town to residents and potential visitors as well as those responsible for inward investment. The design, colours and fonts used, need to reflect then history and traditions of Looe, whilst still achieving the modern, contemporary feel to allow us to be seen as a relevant destination of choice for holidaymakers and/or tourists.

Requirements

Included in this branding document will be a logo, a chosen typeface and a palette of primary and secondary brand colours.

The current logo and 'branding' for Looe town Council can be seen here.

<https://www.looetowncouncil.gov.uk>

Ideally, some direction or inspiration will be taken to connect with the history and heritage of the Looe Town Council logo, but this is not essential and can be used as a guide.

Guidance can be sought from other destination branding projects such as [Visit Cornwall](#) [Isle of Wight](#) and [visit York](#)

Experience and expertise, conditions of contract, etc

It is expected that the successful consultants will demonstrate previous experience and knowledge from the following work areas:

- Design and illustration;
- Brand guidelines;

Selection Criteria

We will consider submissions on the basis of a combination of quality, price and proposed turnaround time; We are not committed to accept the lowest or any bid submitted.

All submissions will be judged against the following evaluation criteria:

- Credibility and track record of the bidder
- Price

- Appropriateness of methodology and timescales

Copyright and ownership

Copyright, and all rights in the nature of copyrights, in the material produced in the performance and during the currency of the contract, shall vest in Looe Town Council. Such material shall not be reproduced or disseminated by the consultants for any purpose without the written permission of the Council.

The project work, when completed, will be the property of Looe Town Council, which shall be under no contractual obligation to the company which has carried out the work and the Council will be free to pursue the recommendations in whole or in part as they think fit.

TIMINGS

Due to the urgency of this project we require initial concepts to be received by Wednesday 16th September, with the completion of the branding process by early October.

To submit and/or for further information, please contact:

Shane Spence – Destination Marketing Manager on 07946 395523

Or

Mel Colton-Dyer – Commercial Strategy Director on 07943 176792