

## Leicester Creative Digital Incubator Project Branding and Communications Brief



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# Phoenix

Brief issue date: Dec 2021

**Application deadline: 31 Dec 2021**

### Introduction

Phoenix Cinema and Arts Centre is currently undergoing a major refurbishment, and as part of the developments an exciting new project will be launched in Spring 2022 to fast track the growth of the film and digital art industry in Leicestershire. The project will focus around developing enterprise, business skills and expertise in non-fiction/factual film and TV and non-fiction digital art specifically.

The Leicester Creative Digital Incubator (LCDI – current temporary title) project will provide dedicated facilities, business support, coaching and mentoring to individuals and enterprises in creative digital industries in Leicester and Leicestershire, with the aim of inspiring and developing entrepreneurs through the provision of four programmes, aimed at delegates at different stages of their careers:

1. Inspiration (pre-start up)  
Target audience: final year students and recent graduates of related courses, and people considering a career in film and digital arts but who haven't started up a business or registered as self-employed yet.
2. Incubation (start-up)  
Target audience: early career filmmakers, crew and digital artists with a focus in the documentary sector. Pre-start up and start-up businesses within the first year of trading.
3. Acceleration (growth) for film  
Target audience: mid-career filmmakers (production companies, producers and directors with established track records in filmmaking to progress into feature documentaries for cinema and documentaries for TV)
4. Acceleration (growth) for digital art.  
Target audience: established digital artists to progress into regional, national and international exhibition, commissions and sales opportunities.

We will also establish an annual industry event which will attract visitors from outside the county and will support delegates to exhibit their work and connect with the wider industry nationally.



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The LCDI project will run from early 2022-May 2023 and be located within two rooms on the first floor of Phoenix Cinema: a co-working incubator business lounge and a dedicated digital learning space for training, meetings, collaborative learning and product development sessions. Work created by the delegates during the project will be showcased and exhibited in the expanded digital gallery space and on the 2 new cinema screens at Phoenix.

## Budget

The budget for this branding and communications brief is £4999 (+VAT).

## The Brief

We are looking for a suite of communications deliverables to attract and engage the desired delegates. We require the following, in order of importance to the project and our budget:

- A name and brand identity for the programme. One idea for a title is The REAL Film and Art Initiative, and this could be split into two separate streams for the different applicants: **REAL Film** and **REAL Art**. REAL could stand for Releasing Enterprise Across Leicestershire. The word connects well with both the factual film element of the programme and the digital art element of the programme (Virtual REALity etc). Whatever the name, the brand identity must:
  - Be easy to say and be clear on social media
  - Represent that this project is about releasing entrepreneurial potential, supporting enterprise and helping creatives across Leicestershire's film and digital art industry to tell their story.
  - Connect with the documentary/ factual theme.
  - Enable some capacity for overlap between the film element of the brand/ programme and the digital art element of the brand/ programme.
  - Include a logo/ mark, fonts, colour scheme, imagery and visual personality, and application of the brand on to social media channels – Twitter, Facebook, Instagram, LinkedIn, YouTube.
  - Include a brief branding toolkit including fonts, colours, print-ready and online collateral templates and key design principles.
- Website landing pages (skin/ design only) to go under the LEARN tab of the homepage - <https://www.phoenix.org.uk>. The pages must include ERDF and Midlands Engine logos, have a distinct look and feel, details of the programme, the application process, as well as a 'delegates directory' for start-up companies who are accepted on the incubator element of the programme, similar to the 'who's here' search function on lcbdepot.co.uk - <http://www.lcbdepot.co.uk/tenants>. The technical elements of the website will be delivered separately.
- Room signage – 2 door signs (can be vinyl)
- Minor additional marketing deliverables – for example e-signatures or web banners, as required.



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- An online marketing campaign/ approach to attract target film and digital arts delegates, which will be implemented as soon as its ready, in the new year.
- Design only for a day conference in Spring 22 (for the 'Inspiration' stream) - digital assets, posters, poster templates, delegate passes, merchandise, leaflets.
- Assistance to shape a photography/ imagery brief – we will require licenced quality photography and imagery related to film and digital arts for use across the project. Ideally this imagery would include real filmmakers and artists working, their kit, 'on location' activities, local events and end products (film/ immersive experience stills etc), and feel 'genuine' rather than like stock images. We require input to ensure the imagery integrates well into the brand. If you are able to provide/ sub-contract photography, please include this as an addition to your quote. Phoenix are looking to develop a longer-term relationship with a photographer.
- Design for an industry documentary film festival (e.g. REAL film festival) in Spring 23 - digital assets, posters, poster templates, screen slides, delegate passes, merchandise, leaflets.

### **Connection to the Phoenix brand and funder/ partner logos**

The project is ultimately owned and run by Phoenix, but this project's brand can have its own identity. The Phoenix brand would need to be referenced e.g. in the form of the funder/ partner logo block, or the Phoenix font (Avenir). Phoenix's new box office/ cafe will feature warm reds and copper colours and the 2 rooms which will be used for the project currently each have a feature wall painted Dulux Inca Orange and Maritime Teal wall – although these can change.

We anticipate that this project will require partner logos to be incorporated appropriately, where relevant.

The project is being funded by the European Regional Development Fund (ERDF) and Midlands Engine, and therefore all communications relating to this activity will have to adhere to our funder's guidelines, including the use of ERDF logos on all web pages, social media platforms and for all documentation. We are awaiting Midlands Engine guidelines. The ERDF publicity toolkit is available at:-

- [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/564432/esif\\_branding\\_and\\_publicity\\_requirements.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/564432/esif_branding_and_publicity_requirements.pdf)

### **Timescales**

We would like to get the name, brand and course application form to be delivered as quickly as possible, and due to the Christmas break we anticipate the timescales below:

- Brief out – 20 Dec
- Deadline for expressions of interest – end of the year
- Branding company selected and unselected candidates informed – by Fri 7 Jan



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- Meeting with project team – w/c Mon 10 Jan (earlier if possible)
- Pre-arranged meeting with Phoenix Comms and project team – if needed - Wed 19<sup>th</sup> 9-11am
- Name and brand concept agreed – early Feb
- Social media marketing and web page with course application form live – mid Feb
- Day conference deliverables end Feb 2022
- Tenant directory on webpage – March onwards

## To Apply

Applicants to email [Julia.hamer@phoenix.org.uk](mailto:Julia.hamer@phoenix.org.uk) with an expression of interest by the end of the year, detailing your quote broken down into what you are able to deliver within the budget, including whether the naming and photography is included or excluded. Please include a link to examples of related work and detail your availability to deliver this project against the timescales.

The successful candidate will be chosen by the project's comms team: Julia & Nick Hamer and Sarah Vallance, based on the following criteria:

- Ability to deliver work within the timeframes (10%)
- Quality and suitability of past work and any initial thoughts (45%)
- Price and value for money (45%)

All applicants will be notified by Fri 7<sup>th</sup> Jan.

## Any Questions?

The LCDI project is jointly managed by Nick and Julia Hamer and Julia is taking responsibility for this element. For questions please call Julia on 07929 376223 or email [Julia.hamer@phoenix.org.uk](mailto:Julia.hamer@phoenix.org.uk). You're welcome to call over the Christmas period and Julia will respond when she's free.



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