

Invitation for proposals:

Visual brand identity for The Blaggrave Trust

1. Background

The Blaggrave Trust is a social justice funder, committed to creating lasting change in the lives of young people and their communities. We make grants directly to young changemakers, as well as to youth organisations. Over the past year, we've been reviewing our current strategy and developing our future direction.

We'll be making a commitment to better align how we use the full breadth of our wealth to serve future generations of young people, centring care and anti-oppressive practices. We think our current brand identity will need refreshing, or even a full re-branding, to represent our values and voice, and to communicate effectively with the young people and communities we seek to serve.

2. Purpose and project

We're looking for a brand consultant (individual or agency) who can deliver a visual brand identity that:

- Reflects our new strategy, principles, and commitment to social justice and anti-oppression
- Strengthens our connection with the young people we're here to serve, and their communities
- Builds on the legacy of previous strategies, retaining a nod to our past
- Is accessible, inclusive and resonates with diverse audiences
- We'll be proud of, and keen to put into action!

We'll decide whether to proceed with a brand refresh or a full rebrand, based on the recommendations of our selected provider. We would appreciate it if your proposal could clearly outline both approaches, including associated costs.

3. Scope

Once you're on board, we'll share a detailed brief on who we are, what we stand for, what we're setting out to do, and our tone of voice.

As part of the project, you will:

- Review the brief and our current branding and materials
- Gather feedback and insights from stakeholders, including young people, partners, staff and trustees
- Recommend whether you think we need a brand refresh or complete rebrand

- Refresh or redesign our visual identity accordingly, including logo, colour palette, typography, imagery and/or elements
- Create comprehensive brand guidelines for future use (covering digital, print, social media and documents)
- Support rollout and training on the new branding and guidelines.

Please note we're currently working on our tone of voice and brand narrative, so that won't form part of the scope. We'll share the results of that work as part of the creative brief.

4. Consultation

It's really important that our new identity is shaped by the young people we seek to serve, and their voices are centred and acted on. We've already begun this process of consultation and will feed the results into the creative brief – but we'll need some further work to fully understand the thoughts and priorities of key stakeholders, including young people, partners, employees and trustees.

We encourage you to bring creative and participatory methods to this work – while keeping an eye on budget and timeline. You might want to:

- Hold in person workshop(s) / focus group(s) with young people, partners, staff, trustees and advisers.
- Use surveys, interviews or social media to gather feedback on existing branding or new ideas.

5. Roles and Responsibilities

Role	Responsibility
Branding contractor	Lead consultation and creative process, develop design options, and support implementation
Young people and partners	Participate in consultation and feedback sessions
Staff (employees and trustees)	Provide input and feedback
Communications Officer	Main point of contact; coordinate process
Head of Community Engagement	Second point of contact; strategic lead
CEO & Trustees	Approval

6. Deliverables

- A brief report that summarises stakeholder input
- At least three initial design options, that align with who we are, what we stand for, and our desired tone (as detailed in the creative brief)
- Inclusive branding guidelines, logo, typefaces, colour palette, imagery or elements
- A brand toolkit for future use by Blagrove staff, including:
 - Social media templates in Canva

- Business card template in Canva
- Powerpoint template with varying options for slides (e.g. heavy written content vs full imagery / title slide)
- Word templates including a long form report and letterhead
- Rollout plan and training session(s) to embed the refreshed branding with the Blaggrave team
- A blog, short write-up, or creative output (e.g., video, deck, or other format) sharing your process and reflections on the project.

7. Timeline

We'd like to complete this work by the end of February 2026. Please set out in your proposal the path we'll take to make that happen, noting key milestones and deadlines on both sides. If you feel that timeline is unrealistic or would be stressful, please also set out your ideal timeline.

8. Budget

Your proposed budget should assign costs to all the above deliverables, and any we've not foreseen. Include expenses e.g. travel and accommodation costs for meetings in our London office. Blaggrave will cover payment and expenses of any consulted participants. Please itemise the budget clearly so we can make informed decisions on whether/how we need to limit the scope.

9. Approval

Blaggrave staff will manage internal approvals, but we ask that you allow sufficient time to consult our team in your timeline. Final approval will rest with the CEO.

10. Who we are looking for

We are seeking a person or agency who:

- Is on our wavelength; committed to inclusive, anti-oppressive practice and ensuring the voices of young people are centred throughout the process
- Understands our audiences, including the funding sector as well as the young people and communities we seek to serve
- Has solid expertise and experience in building visual brand identities to create social change, ideally within the non-profit sector
- Brings kindness and respect to the process, quickly building rapport with our young people and their communities, as well as partners, staff and advisers.

We welcome applications from all backgrounds and will prioritise candidates who help diversify the voices in philanthropic work, especially those who centre young people in their approach.

11. How to apply

Please send a proposal for how you or your agency would meet this brief, to hr@blagravetrust.org by **Monday, 17th November 2025 at 9am.**

Shortlisted candidates will be invited for a meeting during the week of 24th November 2025, ideally in person at our office near Aldgate East station in London. We'll pay any reasonable expenses.

We welcome applications in different formats to reflect the creative nature of this work. You might want to submit a written proposal, which should be no more than 3 pages of A4, but feel free to submit a short video, creative deck, or other format that best demonstrates your ideas and suits your style.

Please note that we are also planning to build a new website in the spring of 2026. While that work isn't included in this particular project, we would love to hear about any previous experience you have with website design or build.

Include in your proposal:

- Options for a brand refresh or re-brand
- Key milestones and timeline for each
- Itemised budget for each
- Your reflections on the brief above and how you would attempt to meet the outcomes and deliverables
- Your approach to carrying out consultations with young people, staff and other stakeholders
- Examples of relevant work (these can be submitted as links or attachments).
- A brief resume of any personnel involved
- If relevant, details of your previous experience with designing and/or building websites.

Please contact Hannah at hannah@blagravetrust.org if you have any questions.

Our commitment to safeguarding

As we expect the project to involve directly working with young people, the successful applicant will be required to:

- Undertake a basic DBS check
- Provide two references
- Comply with Blagrove's safeguarding policy and processes at all times.

We look forward to hearing from you!