

Project title	LOGO/BRAND IDENTITY FOR NORTHALLERTON
Project description and purpose	This project will create a new brand identity for Northallerton with a new logo to be used in all B2C communications.
Target audience/s	The main audiences for this project are Northallerton residents and users of the High St and surrounding retail areas. Anecdotally most retailers report their average shopper is female aged between 45-60.
Overview of proposed content	The key message is Northallerton is a great place to shop, stay, eat and play. All content will be provided by the Northallerton BID Company LTD.
Tone/style guidance	Think classy, think Best of British, stylish independents, think Bettys, Barkers and Lewis & Coopers.
Creative medium	This is a logo which can be used for signage, communications, social media web and marketing campaigns.
Design guidelines	The BID has a selection of high quality images which can be accessed if necessary.
Stakeholders	The Marketing Group will review and recommend a new brand identity which will be approved by the Northallerton BID Company Board of Directors which meet monthly.
Lifespan	This is a one-off project with the option of providing more design services in future.
Quantities	Logos will need to be supplied in JPG (monochrome and colour) plus .png (transparent background) plus EPS for print. Additional versions would also include Mailchimp header for e comms, banners and website skin.
Budget	Surprise us with your affordability!
Project timescales (including anticipated risks) and next steps	We would like to see completed quotes by close of business 14 August 2017, these will be evaluated and a decision made by mid-September and a contract issued forthwith.
Deadline for returning the quote	14/08/17
Lead contact details	Julia Chance, julia@northallertonbid.co.uk 07393445613