



Invitation to Tender: Brand Refresh and Development

Deadline for Submissions: 9am on 05/10/2022.

Project Brief

1. Introduction

YGAM is an award-winning charity committed to a social purpose to inform, educate, and safeguard young people against gaming and gambling harms. Founded and inspired by individuals with lived experience of gambling harms, our portfolio of education programmes equips a range of groups with the knowledge and skills to help prevent harm and safeguard future generations. These groups include professionals working in education, health, community, care, and universities.

The charity was founded in 2014 by individuals with lived experience of gambling harms and now consists of a dedicated team of over 40 employees which includes former teachers, youth workers, psychologists, mental health specialists and safeguarding experts.

YGAM will launch an ambitious new three-year strategy in January 2023. The strategy will set out the direction and focus of the organisation as it continues to increase its growth, reach, and impact. The strategy also marks the transition of YGAM developing from a small to a medium-sized charity.

2. Scope of Project

The current brand was developed when the charity was originally established and the logo, colours, style, and brand guidelines have not changed since. In 2021, we refreshed the main website and incorporated a style that was more modern, and youth-focused.

As our charity continues to thrive and evolve, we feel now is the right time to refresh the brand to ensure it reflects our values, vision, and mission. With a new strategy, we've identified a bolder voice to our approach in communications and we aspire to offer greater clarity in terms of who we are, how we work and who we work with. We believe this is the right opportunity to further develop our brand.



This brand refresh should not serve to undo our previous brand work or take us in a completely different direction, but it is about us building upon our already established brand.

We want to elevate it and sharpen our voice and visual identity. Bringing our brand more closely to our new strategy, this refresh should help continue to establish us as experts and an authoritative voice and help shape how we wish to be seen and talked about.

This project should be driven by user testing, including internal workshops with YGAM staff as well as external stakeholders and target audiences.

All materials produced need to be easy and fit for digital use as well as print and be coherent with the design elements of the current YGAM website. Since we work with several external partners, some of our communications outputs such as reports, leaflets and business cards require co-branding. The bidder must also ensure that good practice in terms of accessibility must be met and considered in all elements of design.

3. Outcomes and Objectives

From October to December 2022, we will be working closely with the successful bidder to develop the following outcomes:

- Develop a new logo to front the revitalised brand and image of the charity.
- New brand guidelines building on our existing guidelines, which includes the following: Iconography, graphic elements, colours, fonts, styles, and graphs.
- Create a range of branded assets and templates including letterheads, PowerPoint slides, Word documents, email marketing and email signatures.
- Create a branded document to present the new strategy.

4. Timeline

The project will start from Monday 17 October and must be completed by 16 December 2022.

5. Budget

Maximum budget for this project is £10,000 including VAT and expenses.



6. Proposal requirements

Please submit any questions to Daniel Bliss, Director of External Affairs - danielbliss@ygam.org.

Submission of proposal: Proposals should be no longer than 5 pages in length and should cover:

- An introduction to you or your organisation, and your experience with work of this kind.
- Portfolio demonstrating examples of previous projects you have completed.
- A summary of your understanding of our requirements.
- An outline of your proposed approach to the work, including proposed methodology, timelines, and details of how you would engage with YGAM staff at each stage of the proposed process.
- A summary of the deliverables that would be produced.

Your proposal should be submitted by email to Daniel Bliss - danielbliss@ygam.org - by 9am Wednesday 5th October 2022.