

**Brand identity brief
November 2023**

Invitation to quote

The National Register of Access Consultants (NRAC) is a nationally recognised register of professional access consultants who advise clients about access and inclusive design in the built environment.

The organisation will celebrate its 25th anniversary in 2024 and needs a professional brand identity and a new, accessible website. At this point we invite quotes from designers for the new brand identity only.

Please send your quotation by **Friday 19th January 2024** by email to Chi Wong, NRAC Manager, info@nrac.org.uk.

Telephone: 020 7399 7417

National Register of Access Consultants
The Construction Industry Council
2nd Floor
The Building Centre
26 Store Street
London
WC1E 7BT

The NRAC brand

The NRAC was formed in 1999 as a project of the Centre for Accessible Environments with support and backing from Department for Communities and Local Government (DCLG), Department for Work and Pensions (DWP) and the Disability Rights Commission (DRC) to provide a register of people competent to advise on inclusive design and accessibility issues.

The NRAC is now a project within the Construction Industry Council (CIC), guided and directed by the NRAC advisory group.

National Register  Access Consultants

The current logo of the National Register of Access Consultants has the words in black text with 'of' in white against a purple circle.



A second version of the logo is used for social media. This was made to fit our identity into the circular / square format of social media icons, but the two versions are somewhat visually unrelated except for the initial letters.

The NRAC is on X ([Twitter, link](#)) and [LinkedIn \(link\)](#), and the website is nrac.org.uk.

The brief for the new brand is the creation of a distinctive and recognisable identity that:

- Works across social media, in print and on websites;
- Includes templates for letterheads, business cards, invoices and certificates;
- Is accompanied by brand guidelines for consistent use; and
- Possibly has a new strap-line.

This last point is because the profession and the NRAC's members now encompasses the considerably broader scope of inclusive design in the built environment.

Time and money

The NRAC advisory group is sending this invitation to quote to a selection of designers who were recommended to us and / or have previously worked us or with industry partners such as the Access Association and Construction Industry Council.

Please send your quotation by **Friday 19th January 2024** by email to Chi Wong, NRAC Manager, info@nrac.org.uk Please also submit a completed copy of the declaration on the final page of this brief with your response.

Project timings:

Brief published	Friday 1 st December 2023
Clarifications / questions	Friday 15 th December 2023
Response deadline	Friday 19 th January 2024
Shortlisted designers invited for online meeting	Friday 2 nd February 2024
Online meetings with shortlisted designers.	Friday 9 th February 2024
Designer selected	Friday 16 th February 2024
Project begins	W/c 19 th February 2024
Launch new brand identity	By the end of April 2024

Requests for clarification and questions about the brief should be sent to Chi at the above address by **Friday 15th December 2023**.

Please include a brief description of your design approach and examples of previous work to help us make the right decision with regard to the selection criteria below. Shortlisted designers will be asked to present some initial thoughts that outline their approach at an online meeting with members of the organising committee.

We plan to launch the new brand identity by the end of April 2024.

Selection criteria

Members of the NRAC Organising Group will be selecting a designer on behalf of our members using the following quality criteria and their adjacent percentage weighting while selecting the shortlist and during the online meetings with shortlisted designers:

10% Visual impact;

10% Meaningfulness (and how it might be achieved);

20% Accessibility;

10% Experience of similar projects;

10% Understanding of the NRAC and wider industry; and

10% Communication with the NRAC.

Value - We will score each response received using a quality / cost ratio of 70% / 30%. The response with the lowest quote will receive the maximum score of 30%. All other respondents' totals will be scored as follows:

$$\frac{\text{Lowest quote}}{\text{Other quote}} \times 30$$

We look forward to hearing from you.

The NRAC Organising Group.

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Please include a completed copy of this page with your submission to the NRAC by Friday 19th January 2024.

I/We, having read and understood the Invitation to Tender hereby offer to supply the services in accordance with the brief at the stated cost, and that this offer remains valid for a period of ninety (90) days.

Duly authorised to submit Tenders for and on behalf of the Company:

Date	
Name of company	
Contact name	
Phone number	
Email address	
TOTAL QUOTE	

Please state cost exclusive of VAT and whether VAT will be applied.