

New Company Branding – Brief

Background to Creative England, Creative Industries Federation & Creative Growth Finance

Creative England, Creative Growth Finance and the Creative Industries Federation will be coming together under a new name and brand in 2021. We're looking for one design and brand message which can unite the companies under one recognisable message and style.

Creative England

Creative England is an investor in the film, TV, games and digital sectors. We go beyond this by influencing creative industry policy, business support programmes, film production & script development, crew & locations. We have a range of supported films including Oscar & BAFTA nominated content, as well as scaling up businesses to become global players in their own right.

Creative England current brand guidelines can be found [here](#).

creativeengland.co.uk

Creative Industries Federation

The Creative Industries Federation is the membership body which represents, champions and supports the UK's creative industries. Through our unique network of creative organisations, our influential policy and advocacy work and our extensive, UK-wide events programme we support and celebrate the work of our members. Our membership network comprises more than 10,000 individuals from creative organisations, businesses and educational institutions throughout the UK. We are influential advocates on the issues that matter most to our creative community; creative careers and skills, the impact of Brexit and the importance of entrepreneurship and growth. We bring together our members to facilitate valuable connections and collaborations that generate new ideas and foster both artistic and commercial successes.

Creative Industries Federation current brand guidelines can be found [here](#).

creativeindustriesfederation.com

Creative Growth Finance

The Creative Growth Finance Debt Fund, in partnership with Triodos Bank UK, is a £24 million fund providing vital scale-up finance to the UK's most promising creative businesses.

Creative Growth Finance current brand guidelines can be found [here](#)

<https://www.creativeengland.co.uk/creativegrowthfinance/>

New company brand

Purpose: To champion creativity and invest in creative people to drive the UK's economic, social and cultural growth.

Vision: For the UK's creative industries to be #1 globally; driving both national and local economic growth and creating social value in every community.

Mission

We make change happen by:

- Championing the value, impact and priorities of the cultural and creative industries
- Protecting the future of our sector by acting as an impactful agent of change
- Supporting and investing in creative businesses and talent
- Creating an environment that helps creative practitioners and creative businesses thrive

Values

- We believe that people should be connected to the opportunities that will help them develop their career, grow their business, reach new audiences, customers and markets and source the investment and resources to develop new products, IP, services and content
- By using insight from our members and the businesses and practitioners who participate in our business support programmes, strengthens our policy and advocacy work
- To improve the policy frameworks that enable creatives and future creative businesses to thrive and improves economic and social outcomes for the whole of the country

Delivering across 4 areas:

1. Policy, Research, Insight & Advocacy
2. Industry Engagement (through membership & partnerships)
3. Talent & Business Development
4. Investment

Driven by our priorities:

- **People** - We will support, connect and uncover creative talent, with a particular focus on those who would not otherwise have the opportunity
- **Place** - We will equip creative organisations and clusters across the UK with the tools, advice and finance needed to recover, innovate and grow
- **Planet** - We will work with partners to mobilise the cultural and creative industries as agents for change on innovation, climate and sustainability

What we're looking for

We are looking to develop an innovative and distinctive visual brand identity for our joint company.

Our brand identity must:

- Speak to our vision, values and purpose
- Showcase us as a unique organisation within the creative industries
- Move us away from the perception of being a trade body/NGO and more as an industry leader
- Position us as creative, authoritative and pioneering

Design elements required

- Logo lock-up to be used across print, digital, AV and animation
- Visual identity including font, colour scheme etc
- Bespoke brand guidelines to advise on usage across all mediums

How we'd like you to respond

We're looking for a short presentation on your what your recommendations would be to create the new brand. Please include the following:

- Your approach
- Timeframes
- Visual examples
- Estimated budget

Please send all responses to abby.brennan@creativeengland.co.uk by Friday 12th February 2021.

Follow up meetings for successful expressions of interest will be **w/c 15th Feb.**

*This brief is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas at the time of writing to inform Expressions of interest
Creative UK values difference and celebrates the creativity that diversity brings. We welcome applications from a variety of backgrounds, perspectives, identities and talents.*