**NHMF 0313 10-Year Strategy Visual Identity and Assets**

**Clarification Log – 2/11/22**

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| Question No | Question | Answer |
| Q1 | What format do you require the document template providing i.e. PowerPoint / Word / other? | Word |
| Q2 | Do you require any proof reading of the text for the strategy document? | No |
| Q3 | Please could you estimate how many of the 15-20 report pages will be  infographic (i.e. tables / data visualisation) as opposed to standard text and imagery. | It’s hard to say exactly, but probably around five or six at the most |
| Q4 | For the two videos do you require us to quote to produce new footage or will you be providing the existing raw footage for us to edit and include kinetic animations to story to life? | We don’t have existing footage. Depending on the concept you come up with, you will need to decide what footage to use eg:stock and/or originally-shot footage |
| Q5 | Which social channels are you using currently and do you prefer static or animated graphics or both outputs?  If animated do you have a time limit on these? | Twitter, Facebook, Instagram and LinkedIn. We would be looking for a combination of both static and animated assets . Time limit for animated graphics should be guided by the best practice for each channel, but we’d suggest anywhere between 5-30seconds. |
| Q6 | Do you have a list of the UK heritage locations you’d like us to photograph for the report as the number and locations required will impact our quotation. | We cover three key England areas plus the three devolved nations, so we’d need to cover at least six locations as a minimum, although preferably more. |
| Q7 | Does your budget of £20,000 include or exclude VAT? | Exclude |
| Q8 | For the videos required, were you envisaging using existing footage which you may hold (or be available as stock imagery), or shooting video afresh? Either is obviously fine but we want to make sure we get the costing and approach right and in line with your expectations. | We don’t have existing footage. Depending on the concept you come up with will inform if you use you use stock and/or originally-shot footage. |
| Q9 | **Short 1/2 min video:** "To include footage from various heritage locations across the UK and be reflective of our diverse communities and geographic spread." Will this footage be provided or are you expecting original footage to be shot? | Please see answer to Q8 above |
| Q10 | **Short (3-ish-mins) video:** "To feature soundbites from Heritage Fund staff and other members of the heritage sector, and be reflective of our diverse communities and geographic spread." Are you expecting the need to shoot original footage, and can we expect the soundbites to be captured in one location and over one or two days? | Please see answer Q8 above  Soundbites from Heritage Fund staff could be arranged to be captured on the same day in the same location, but we couldn’t guarantee this for any other soundbites from other heritage sector members. You may also want to consider options for capturing these soundbites remotely |
| Q11 | **Short (3-ish-mins) video:** Are you expecting this to have a voiceover and be primarily filmed footage? Or a mixture of footage and animated words/graphics? | A voiceover may be required (we have used them previously) but it will depend on the concept you come up with. The film can include words on screen, but we aren’t keen on ‘animation’ |
| Q12 | **Photography at various heritage locations across the UK:** Are you expecting professional photo shoots at multiple locations? If so, roughly how many? | Please see answer to Q6 above |
| Q13 | Sustainability & Carbon Net Zero - we are committed to reducing our environmental impact but we do not have a formal CNZ strategy. Will we be marked down for not being able to demonstrate a formal CNZ strategy? | TBA shortly in new clarification log |
| Q14 | Insurance - If the answer to any of these questions is NO will you disqualify that suppliers bid? | TBA shortly in new clarification log |
| Q15 | The invitation to tender states: “We anticipate that the visual identity and assets contract value will be circa £20,000–£30,000 excluding VAT (circa £24,000–£36,000 including VAT).” Can you advise if this is to include ALL of the deliverables in point 4. Outputs, Outcomes, & Deliverables:  Visual identity concepts for Heritage Fund (based on guidelines)  15-20 Page (TBC) strategy document in print ready and digital formats  Infographics to demonstrate the breadth of their investment  Graphics to be re-purposed and supplied for social media purposes  Document template that can be used for future strategy-related documents (format isn’t mentioned)  1-2 mins Video which outlines the 10-year vision for the sector  3 mins video that imagines what the sector will look like in 10 years’ time.  (Commissioned) photography that will be used across all materials  …or does the £20,000 - £30,000 budget cover VI development, design and production of master assets (key visuals, typography, core execution samples) and EXCLUDE the above deliverables which will be additional budget? | The budget is to include all deliverables in point 4 |
| Q14 | Under point 2 Aims & Objectives, you state: “visual identity for our strategy in line with our current brand guidelines”.  Is the requirement to build out a visual identity that is based completely on the current brand guidelines, or use the guidelines as inspiration and develop a visual identity/look and feel that is relevant to the Heritage Fund? | The requirement is to build a visual identity that is in line with our current brand guidelines. For example – it shouldn’t use colours that aren’t in our colour palette, it should only use approved fonts, visuals should be in line with our guidance for visuals, etc. |
| Q15 | Under point 3. Method of delivery, first concept proposals are required by end of November. Can you clarify exactly what is expected by this date? For example, three alternative design concepts for the VI of the National Heritage Memorial Fund? | We don’t have fixed expectations on this. You may choose to share four or five or six concepts for us to choose from, or you may choose to share just two or three. |
| Q16 | Under point 3. Method of delivery the timeline states:   * final draft of visual identity and assets signed off by end of January. Does ‘assets’ refer to core VI assets? * delivery of final assets by w/c 6 February. Does ‘assets’ refer to all of the deliverables under point 4. (as listed above?) | Yes – when we say assets, we mean all the deliverables in point 4. By end of January we need to have agreed what the final versions of these are going to look like, and then have those final versions delivered by w/c 6 February |
| Q17 | How many pages will the template have? | Probably around half a dozen – eg: title page, contents page, two or three variations for main pages which we can duplicate or remove as required. |
| Q18 | Are you envisaging a simple document with background artwork over which you will place text boxes? Or something more sophisticated like an InDesign template? | More on the simple side so it can be adapted for multiple uses. Please remember also that it must be fully accessible to WCAG 2.0 standards. |
| Q19 | Will you be providing the footage for this and the requirement from the agency is to edit it together to create the final video?  If not and the agency is expected to film the footage can you specify which locations they will need to visit  - it is difficult to cost the project without knowing this As per previous answer to photography question | Please see previous answers above – at least one location in each of our six English areas and devolved nations. More info here: [https://www.heritagefund.org.uk/in-your-area](https://gbr01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.heritagefund.org.uk%2Fin-your-area&data=05|01|procurement%40heritagefund.org.uk|73d9c0daa1fd4fbd0d5e08dabcc36a21|242ef33def184a01b2940da2d8fc58e3|0|0|638029844722832366|Unknown|TWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D|3000|||&sdata=yfoaf3GkXsQ4Km8sf2F6xfx2Ig0m08Lh%2BDYompxY6bM%3D&reserved=0) |