

# Buckinghamshire Culture

## Identity, Brand Design and Architecture Competition

### Introduction

**Buckinghamshire Culture is launching a competition to deliver an identity and brand to celebrate the breadth of creativity and culture in Buckinghamshire.**

Buckinghamshire Culture, the new cultural development partnership for the county, invites Buckinghamshire Academic/Student partners to enter our competition to create the architecture and design of a new identity and brand to bring together creativity and culture. The best entries will be awarded a prize (details below) and, if the entry is thought appropriate will be invited to develop the proposal into the formal “look and feel” for the cultural partnership which will be used to brand activity delivered under the new Buckinghamshire Cultural Strategy.

### Strategic Context

Buckinghamshire is a UK success story. It offers a high quality of life for residents and an attractive proposition for visitors, inward investors and those who want to make the county their home, their business, a tourist destination, even their film set. Its rich and diverse cultural offering is integral to this success alongside its natural environment, location and proximity to major markets and transport infrastructure.

However, the high quality of life and rich cultural offering is not distributed evenly or fairly across the county. There are areas of profound deprivation – both financial and cultural. There are also town centres in urgent need of regeneration and other regions of rapid new development which lack the cultural glue that turns residential development into successful communities. The county lacks a strong, unified identity and is poor at celebrating what it has to offer, resulting in a profile which is markedly lower than its potential.

Over the last two years Buckinghamshire County Council has been working with partners across the county to develop a new Cultural Strategy for Buckinghamshire. The strategy explores how creativity and culture can add to, and enhance quality of life, health and wellbeing, for the people that live and work here, and also contribute to other key agendas and policy areas for Buckinghamshire, including skills, education, growth and regeneration. Culture contributes to distinctive communities and places, enhances our quality of life, health and wellbeing, our tourism offer and contributes in many significant ways to our economy. A wider engagement with creativity and culture would deliver a better future for all.

The Strategy has this mission:

**Working together to shape, build and celebrate a bright cultural future for Buckinghamshire.**

And aims to achieve these 4 outcomes by working in partnership:

1. A thriving economy and more high-quality jobs
2. Equality of access to cultural activities and opportunities
3. Improved health and wellbeing of the population
4. Re-vitalised heritage and transformed places.

It outlines a number of long-term strategic goals and a group of short/medium term “quick wins”. In the second category is the need for a brand architecture which helps to identify and celebrate the broadest range of Buckinghamshire cultural assets, attractions and creative industries.

The draft Buckinghamshire Cultural Strategy can be found here: [www.buckinghamshireculture.org](http://www.buckinghamshireculture.org)

## A Buckinghamshire Culture Brand

A unifying culture brand for Buckinghamshire will have the following ambitions;

1. Celebrate the widest range of cultural assets, attractions and creative industries in the county
2. Raise the profile of creativity and culture both for residents and visitors
3. Support the generation of a higher national profile for Buckinghamshire
4. Help each cultural/creative body to raise its profile through joint marketing activities
5. Build networks of cultural/creative players in the county to benefit from mutual support
6. Create cultural “cut-through” to the harder-to-reach communities
7. Create an identity for cultural activities in Buckinghamshire
8. Serve as a brand for Buckinghamshire Culture, the partnership driving forward the Cultural Strategy

Access to the brand would be through light-touch registration to the Buckinghamshire Culture by which any Buckinghamshire Cultural/Creative organisation would need to register that they endorse the goals of the Cultural Strategy. There would be no payment or complex registration process, although the partnership would reserve the right to withdraw the brand from any organisation it believes is acting against the interests of the strategy.

As such the brand should not be viewed as an endorsement of the body using it, but as the user’s declaration of their support for the common cause outlined in the strategy. When applied to sufficient cultural bodies across the county the collective impact should be seen as a movement in celebration and support of our unique cultural offer.

## Possible Brand Assets

Buckinghamshire Culture and those bodies registering to use the brand will need a range of assets which will help them to communicate the brand to the public, to their members/users and to the media. The specialist partner will help to define the range of assets to maximise their use and impact but they are likely to include some or all of the following;

1. A simple slogan
2. A logo which may include the slogan or stand alone and which can be used in a range of ways (social media avatar, website, headers, posters etc)
3. A design pallet including colours, designs and images for use of a wide range of communications collateral
4. A GIF or animated clip for use on social media/website etc
5. Associated font (could be pre-existing) for consistency with brand/identity in documents etc.

The range of uses for the brand is almost limitless, but the following should be specifically considered;

- a. A “flash” (logo/strapline/simple identifier) for cultural bodies to attach to their marketing materials
- b. A banner/signage option for all bodies to include prominently at their location
- c. Durable outdoor physical signage – uses might include a town, village or major cultural building to erect for visitors to see on arrival
- d. A simple stage backdrop for use at media events or an award ceremony
- e. Promotional materials such as: badges, tote bags etc

## Criteria and Selection

Criteria for selection of a winning brand architecture

Buckinghamshire Culture is looking for solutions which are:

1. Impactful, eye-catching and effective in conveying the essence of the cultural strategy
2. Celebratory and fun, yet simple
3. Low cost to implement for the Partnership and users
4. Flexible for deployment by the widest range of users in myriad circumstances
5. Authentic to the county and its unique attributes
6. Effective in analogue, physical and digital, virtual environments
7. Protectable in terms of copyright and will not infringe existing intellectual properties
8. Developed by a team showing in depth expertise in brand architecture, design and execution.

## Selection Process

Buckinghamshire Culture will invite a small group of specialist higher/further education organisations from within the county with expertise in marketing and design to participate in this competition, as well as offering an open call out through University of Buckingham.

Those who elect to progress beyond initial submission. Will be given a period of time in which to develop and prepare a presentation of their intended brand architecture. The presentation will need to respond to the key points outlined above and demonstrate a clear understanding of the cultural strategy and the core assets needed to communicate it, as well as tangible examples of how it would be used.

Each entrant will be allowed up to 15 minutes to present their concept. They will be expected to explain their ideas, how they address the brief, the target audience(s) and how they would be engaged. Explain how your ideas, including artwork, typography, colours etc, creates and identity which represents the brand and its values. Show how your proposal would work in practice, with ideally at least two mock-ups (for examples banners, badges, logo etc).

Due to the current situation caused by the Covid-19 pandemic, all aspects of this process will take place online.

Invited Participants:

- Bucks New University – formal process managed by Bucks New University
- The University of Buckingham – please send proposals to your nominated member of staff.

Judges:

- To be announced

## Timescales

- Launch of competition May 2020
- Deadline for proposals 1st September 2020
- Judging panel mid-October 2020
- Launch of the new brand Nov 2020

## The Prize

As each team, and their needs will be different we propose they design their own prize.

- We will ask the winning team/individual to propose a purchase that will further their cultural life to the value of £300.
- Two runners up will propose a purchase that will further their cultural life to the value of £100.

For example this might be to fund a trip, a team “bonding exercise” or a piece of needed equipment.

## Technical Details

There is no fee or prize for other individuals participating, or for partner institution and all created intellectual property will be vested in Buckinghamshire Culture.

The successful partner and Buckinghamshire Culture will seek media recognition and appropriate credit for the role played by the partner. The partner body and individual students will have the opportunity to include their achievements on CVs with appropriate testimonials from Buckinghamshire Culture. It is intended that the partner body and Buckinghamshire Culture will enjoy an ongoing relationship as the brand is rolled out and developed.

The bodies electing to participate in the selection process acknowledge and accept the right of Buckinghamshire Culture to have a final decision about the successful partner without appeal.

For further information please contact: Lallie Davis [Culture@buckscountymuseum.org](mailto:Culture@buckscountymuseum.org)