



IPSWICH CENTRAL LOGO PROJECT

Ipswich Central is the Business Improvement District (BID) company for Ipswich, representing over 630 businesses and delivering place management and place marketing projects in the town centre and waterfront. The BID was set-up in 2005 and has been successful in three ballots plus achieved 96% approval rate in a the November 2019 Annual Survey.

The original logo for Ipswich Central was created at the BID's conception in 2005, and was redesigned in 2012. We are now looking for a new logo for 2020/21, ahead of the BID's fourth ballot in October 2021.

2005:



IPSWICHCENTRAL
committed to a better town centre

2012:



IPSWICH
CENTRAL

We would like to invite you to propose ideas and costs for a new logo for Ipswich Central that will represent the BID company across social media, online, print and press.

Your concepts do not need to be a continuation of the existing design of the intersecting circles, however **MUST** keep the BID company name of IPSWICH CENTRAL in the logo design. The logo must be of a format that would be suitable for social media icons and print, or have a secondary version that is suitable for the social media or print.

Ipswich Central has a consumer brand: *All About Ipswich*, which comprises of it's own logo and branding. *All About Ipswich* is one of the BID's key projects and the two different logos can create some confusion. Your logo concepts should consider the visual relationship with the *All About Ipswich* logo and aim to make it clear that *All About Ipswich* is part of what Ipswich Central delivers.

Version 1:



Version 2:



The Ipswich Brand.

Your ideas may become the logo that represents Ipswich Central and therefore should represent the company's mission and values:

Mission: *"We Are Ipswich Central, the Business Improvement District (BID) for Ipswich, representing over 630 town centre and waterfront businesses"*

Values: *Informed, Dynamic, Exemplary, Approachable.* And we would like your logo concepts to represent Ipswich Central as *aspirational, trusted, non-political, pro-active*; a company that *"makes stuff happen"*

Browse the Ipswich Central website (ipswichcentral.com) to get a feel for how the current logo fits within the website.

Our budget.

Our budget for this project is £1,000 - £4,000

Your proposal.

By Friday 20th March 2020, we require the following from you in order for you to be considered for the Logo Project:

- Preliminary concepts with options and explanation of your approach to capturing and representing Ipswich Central and the company's mission and values.
- A breakdown of all costs (with tiered options if applicable)

Please submit your proposal to Jack Cripps, Brand & Marketing Manager at Ipswich Central:
jack.cripps@ipswichcentral.co.uk

Next steps.

Once we've received the proposals by Friday 20th March, we will be reviewing the ideas with a mind to select a designer by Thursday 26th March.

We will contact you by Friday 27th March to let you know if we want to go forward with your concepts to develop the new Ipswich Central logo.