

United Kingdom National Commission for UNESCO (UKNC)

Local to Global Graphic Design Brief – 23.05.24

Background

About United Kingdom National Commission for UNESCO (UKNC)

The [United Kingdom National Commission for UNESCO \(UKNC\)](#) is the focal point for all [UNESCO](#)-related matters in the UK and manages programmes in the UK that cover UNESCO's core themes of education, science (natural and human), culture, and communication & information.

The UKNC has three Core Functions:

1. Support the UK government in achieving its objectives through UNESCO
2. Support UK society and communities to maximise the benefits of UNESCO's mission and programmes
3. Support UNESCO to be a competent and relevant UN agency able to deliver its mission and fulfil its objectives

Whilst the UKNC is a constitutional part of the UK Government's membership of UNESCO, the UKNC is an independent organisation from UNESCO.

UNESCO Designations and Programmes in the UK

The most visible aspect of UNESCO in the UK is the [network of UNESCO land-based designations and sites](#). The UKNC supports this network and is seen as the lead organisation communicating national information and statistics relating to each designation type.

UKNC Projects – including Local to Global

In recent years the UKNC has been successful in obtaining additional funding to develop specific projects and initiatives. The two main current projects are:

- [Local to Global](#) – funded by National Lottery Heritage Fund
- [Climate Change and UNESCO Heritage](#) – funded by HM Treasury

The required materials that form this brief are part of the '[Local to Global](#)' project, which is made possible with The National Lottery Heritage Fund, thanks to National Lottery players.

UKNC Visual Identity Guidelines

In May 2024, the UKNC commissioned a new visual identity, and from this a full set of Visual Identity Guidelines has been created.

The Visual Identity Guidelines will be provided to the appointed designer / agency on acceptance of contract.

All materials produced as part of this brief **must** apply the new UKNC Visual Identity Guidelines, including (but not limited to) colour palette, font/typeface, iconography style, photography (images to be supplied), graphical style and layout.

National Lottery Heritage Fund Requirements

As the 'Local to Global' project is supported by the [National Lottery Heritage Fund \(NLHF\)](#), materials produced should also adhere to requirements and [guidance](#) set out by National Lottery Heritage Fund in terms of accessibility. Correct application of the UKNC Visual Identity Guidelines should facilitate this.

National Lottery Heritage Fund online accessibility guidelines:

<https://www.heritagefund.org.uk/funding/good-practice-guidance/introduction-online-accessibility>

NOTE: Materials produced as part of this brief will require inclusion of the National Lottery Heritage Fund logo in appropriate size and positioning (to be supplied and advised), and the following funding statement:

'This [title of item] was produced by the UK National Commission for UNESCO as part of "Local to Global" and was made possible by The National Lottery Heritage Fund, thanks to National Lottery players.'

Scope and Specification - required outputs

The required material output from this brief is the creation of one 'Audience Development Toolkit' and four 'Fundraising Best Practice Guidance Templates'.

The audience for the toolkits will be site coordinators and stakeholders at the network of UNESCO designated sites across the UK, with potential global reach for other sites internationally.

1. Audience Development Toolkit

- 50 – 75 pages
- A4 landscape
- Content predominantly copy text, but also images (to be supplied by UKNC)
- Approximately 30 charts and infographics that will need to be created in line with visual identity guidelines
- Embedded hyperlinks throughout

2. Fundraising Best Practice Guidance Templates x 4

- Two-to-four-page document x 4
- A4 portrait & landscape
- No imagery required
- Predominantly copy setting, with inclusion of text tables.

Output Formats

Completed materials required as part of this brief will take the form of:

- PDF documents to be primarily used for onscreen viewing, but also to be made available for download and printed use.
- High-res 'print-spec' version of each document (with print guidelines).
- Word documents in accessible 'text only' design format

Intellectual property

All outputs, including any individually designed assets, will be produced under a 'Creative Commons' licence. For further information please refer to [National Lottery Heritage Fund's open licencing guidance.](#)

Submission Procedure

Please provide a written quote for this work, including daily rates, summary break down of charges (including revisions) and timeline.

Please submit examples of other comparative work that you have successfully completed in the last three years.

Budget

The budget for the creation of all the materials within this brief is £4,000 (inc. VAT).

Payment Schedule

The payment schedule for this work will be 50% of signing of letter of agreement and 50% on completion of the brief.

Closing date for quotes

12 Noon on Friday 28 June 2024

Timeline

We expect the commissioned agency / designer to have been selected by Friday 5 July 2024.

On selection, a formal contract of work will be produced for dual signature. Draft versions of the required materials and UKNC Visual Identity Guidelines will be supplied on signature of contract.

An initial (online) meeting will be held with the consultants who have written the draft materials, UKNC representatives and the selected agency, to discuss approach and answer queries.

Completed work should be delivered to the UKNC no later than Friday 16 August 2024.

Contact

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