

# Westway Trust's Parents' Fayre Branding and Product Designs



## Design Brief

### Purpose:

- To secure up to 600 advance bookings, online, to the Parents' Fayre in January 2024.
- To engage all our parents in our community and relay the kind of support/information they will get from this Parents' Fayre.
- To be inclusive of disabilities, gender, culture, ethnicity, socio-economic background, and languages spoken.
- To brand the Parents' Fayre, through the font style and possibly an icon/symbol, which represents the purpose of the Parents' Fayre.
- Although there should be a distinguishing design to the Parents' Fayre text title, and icon/symbol, this will need to sit under the clear branding of the organisation, by using one of the colours of the Westway Trust logos.
- Both the colour of the logo and the text type should reflect a positive, community, inclusive feel.
- The branding will be a template to be used at repeated events in the future.
- Final designs elements will be used to design and produce future publicity, inhouse.

### Composition:

- Each commissioned piece should be eye-catching, minimal text, and encouraging parents to attend the fayre.
- Designed to the specifications of the final printed product.
- Follows Westway Trust's [brand guidelines](#)

### Background

This Parents' Fayre will provide information, advice and workshops which can help parents to be better equipped for making decisions about their child's education. For this launch event, our exhibitors and presentations will include advice and information around:

- Early Years, primary and secondary schools, 16+ education, training and employment
- Independent schools and home schooling
- SEND support and processes
- Health & Wellbeing
- Finances – including financial aid for low-income families, a Cost-of-Living Crisis Clinic, bursaries, scholarships and childcare grants/funding
- Youth Provision in RBKC, wrap around childcare, after school clubs and holiday schemes
- Parents groups, ESOL classes and parent forums

The Fayre will provide 2 similar sessions for parents to attend; 11am to 2pm and 5pm to 8pm. Refreshments will be provided between these two sessions to all exhibitors; this will also be a chance for exhibitors to promote their service to the other organisations in attendance.

A free crèche will be provided, as well as translators, for those parents who require this help. The venue can accommodate 300 parents at each session, and we are likely to be oversubscribed!

This event is costing thousands of pounds. To help recoup some of the cost, exhibitors will contribute to cover some, but not all, of the costs of this community event.

To encourage high attendance and the ability to remind parents of the event, pre-booking with a refundable deposit will be offered and only a charge on the day, if not booked in advance. We aim to offer no deposit registration to families with no financial means.

The long-term aim will be to make the fayres self-financing through agencies paying to exhibit, donations of venue spaces, voluntary contributions, sponsorship and advertising.

### **Format and Presentation (examples):**

1. **Convex flag banner design** (dimensions to be confirmed with commission)
2. **Event flyer design** (A5, colour, double sided, multilingual – English, Arabic, Polish and Amharic, engaging images)
3. **Video/audio advert** (20 seconds and multilingual – English, Arabic, Polish and Amharic)
4. **Printed programme and PDF version** to be accessible on our website **16-20 pages (6-10 pages of advertising space),**

### **Quality criteria:**

- Images reflect our community, parenting and our helpful staff
- Clear branding of Westway Trust and the Parents' Fayre' style/font
- Multilingual, where possible
- Fulfils accessibility requirements
- Fulfils Westway branding guidelines

### **Quality method:**

- Proof reading and feedback by 3 members of internal staff
- Internal staff will seek feedback from parents on the effectiveness of the proposed designs
- Sign off required from Westway Trust's Special Projects' Lead

### **Timeframe:**

We are looking to receive an initial quotation and outline proposal by 31 October.

Our deadlines for the project are as follows:

Designer appointed	3 November 2023
Project start date. Flyer and video/audio advert elements of content provided to designer	10 November 2023
Final elements of content provided to designer	20 November 2023
First proof for flyer and video/audio advert	24 November 2023
First proof for flag banner and programme	30 November 2023
Final artwork for flyer and video/audio advert	30 November 2023
Final artwork for flag banner and programme	15 December 2023

Your quotation should allow for **three full proofs**, with the first full proof delivered no later than 24 November, and the final proof delivered on 30 November 2023 (for the flyer and video advert).

#### **Required response:**

We would like to receive your response, in the form of a quotation/proposal, by **31 October 2023**. Please submit your proposal via email to [mat.bradley@westway.org](mailto:mat.bradley@westway.org)

*Please include proposal and costs for:*

1. Quote for full design
2. Details/links to previous work

Any questions regarding the brief can be directed to:

Mat Bradley (Head of Communications and Marketing) [mat.bradley@westway.org](mailto:mat.bradley@westway.org)

Phone: 07706354771