

FOR Cardiff - Creative brief

About FOR Cardiff

FOR Cardiff is the Business Improvement District (BID) for Cardiff city centre, representing businesses and organisations across the city. Working with members, Cardiff Council, public agencies and private sector partners, we help improve, promote and enhance Cardiff as a place to invest, work, visit and enjoy. Our work includes place marketing, events and activations, business support, advocacy, public realm improvements, safety initiatives and strategic city partnerships.

As we prepare for our third BID term and expand our focus across a wider area of the city, we are seeking a refreshed brand identity that reflects who we are today and our ambitions for the future. The FOR Cardiff name will remain unchanged. This project focuses on evolving and strengthening our visual identity to better align with our strategy while improving recognition, flexibility and impact across all audiences and channels.

Brand Revitalisation Objectives

The successful supplier will demonstrate how their creative approach could help FOR Cardiff achieve the following objectives:

1. **Reflect our strategic role**
Position FOR Cardiff as a leader, convenor and champion for Cardiff and its business community.
2. **Strengthen place leadership**
Convey confidence, credibility and influence while representing a diverse range of stakeholders.
3. **Improve recognition and consistency**
Create a flexible visual identity that works across campaigns, projects and communications.
4. **Celebrate Cardiff's character**
Develop a distinctive identity rooted in the city's unique culture, heritage and sense of place.
5. **Work across all applications**
Ensure the brand performs effectively across digital platforms, social media, events, reports, member communications, print and environmental applications.
6. **Support future growth**
Provide a scalable brand system that can accommodate new projects, partnerships and priorities throughout the next BID term.
7. **Balance evolution and continuity**
Modernise the brand while retaining the recognition and value built by FOR Cardiff over recent years.

Brand revitalisation project brief

Stage 1 - Expression of Interest (EOI)

FOR Cardiff is seeking Expressions of Interest from creative agencies, studios and freelance brand specialists to develop a refreshed brand identity that reflects the organisation's evolving strategic vision, expanding geographical focus and future ambitions.

Creative suppliers are invited to submit an initial proposal demonstrating their strategic thinking, creative direction and understanding of the FOR Cardiff brand opportunity.

Please focus on creative direction rather than finished design execution at the EOI stage. We are seeking strong ideas, a clear rationale and evidence of an approach that can evolve into a robust and enduring brand system.

Submission Requirements

Interested creative suppliers should submit an anonymised application pack (no business logos, footer or business name), consisting of 2 parts:

1. Anonymised business information sheet (Word or PDF)

This should provide sufficient information to demonstrate your suitability for the project, including answers to all the following questions:

- Where are you based?
- How long have you been trading?
- Are your accounts up to date?
- Should you be shortlisted, would you be able to deliver this project as per the set timeline, within the budget provided? *See evaluation process section for more details.*
- Team structure and capabilities: how many people would work on this project, team structure. *Please do not provide names or CVs*
- Relevant experience: summary of similar brand projects delivered by you, and/or transferrable skills from other design projects. You are welcome to use screenshots or a link to an online portfolio, as long as the author's name and brand are anonymised.
- Sustainability and/or ESG policies: short written statement about demonstrable application of these values in your work. You may be asked to provide a copy of or link to any referenced policies in future stages.
- Do you have any experience with Welsh language use in your brand work? If not, have you worked with a bilingual brand in the past?
- References/Testimonials (if appropriate)
- FOR Cardiff's [AI use policy acceptance](#)

2. Creative proposal (PDF or PowerPoint):

- **Initial mood board:** A concise visual mood board outlining your proposed creative direction. This should include:
 - Imagery references
 - Wider colour palette choice
 - Typography family or direction
 - Related graphic devices or supporting visual elements
 - Initial indications of brand personality and tone

This is not expected to be a finished design concept. The purpose is to demonstrate your creative thinking and approach.

- **Strategic vision statement:** A short, written statement (no more than 750 words) explaining:
 - Your interpretation of the brief
 - The strategic rationale behind your proposed direction
 - How the proposed identity would support FOR Cardiff's future ambitions
 - Key opportunities you see for applying this concept to our branded house and developing the main FOR Cardiff brand

Please do not include agency/author names or identifiable business information within the mood board materials.

EOI Evaluation Process

All EOI submissions will be reviewed by an expert evaluation panel, hand-picked from Cardiff-based businesses and partners. EOIs will be assessed against:

- Strategic understanding of the brief
- Strength of creative direction
- Quality and relevance of visual references
- Appropriateness of the proposed creative direction for FOR Cardiff
- Demonstrated ability to deliver the full project

Stage 2 – Concept development (2x Shortlisted proposals)

Each of the two shortlisted creative suppliers will receive **£600** to further develop their concept.

Deliverables from this stage (PDF/PowerPoint):

- Visual identity: FOR Cardiff logo (draft)
- Selection of potential fonts
- Primary colour palette
- Examples of proposed application of main identity to branded house: The Card, Cardiff Against Business Crime, City Ambition Fund, City Experience Fund
- Examples of FOR Cardiff brand application as marketing mock-ups: out of home advertising, creative public art, social media, print.

This is going one step further from the first stage general creative direction, but **not yet a final version**; at this stage, the FOR Cardiff team should be able to see how your vision would translate into our next brand.

Stage 3 – Delivery (Chosen proposal)

FOR Cardiff will pay the selected creative supplier an additional **£8,000** to deliver:

Brand pack:

- Primary logo
- Secondary logo variations
- Logo files in all required formats (vector, raster, animation)
- Monochrome, RGB, CYMK and accessibility versions
- Actual font files or direct links where licensed brand typefaces can be legally purchased and downloaded
- Graphic devices, icons and any related supportive visual elements

Brand guidelines:

- Brand story and positioning (copy provided by FOR Cardiff)
- Logo usage guidance
- Colour specifications
- Typography guidance
- Image style guidance
- Graphic elements and visual language
- Accessibility guidance
- Co-branding and external partner guidance
- Tone of voice recommendations (copy provided by FOR Cardiff)

Procurement Timetable

Stage 1 – EOI*	Deadline
EOI issued	1 st September 2026
EOI deadline	12pm, 11 th September 2026
Shortlist confirmed (2x proposals)	5pm, 15 th September 2026
Stage 2 - Concept development	Deadline
Development period and supplier Q&A**	16 th -29 th September 2026
Final concepts delivered	10am, 29 th September 2026
Chosen concept confirmed	30 th September 2026
Stage 3 - Delivery	Deadline
Brand pack	21 st October 2026
Brand guidelines	6 th November 2026

*Beyond confirmation of receipt, there will be no communication with our team during stage 1, to ensure fair and equal opportunity is given to all creatives.

For the two shortlisted proposals, the period between **16 and 29 September 2026 will allow for questions, clarification and direct communication with the FOR Cardiff team where required.

Contact

All enquiries relating to this procurement process should be directed via email to:

Estef Solar - Head of Marketing / estef@forcardiff.com

For more information about FOR Cardiff, visit <https://www.forcardiff.com>

A Note On Intellectual Property

FOR Cardiff reserves the right to retain, reference and use individual elements of either funded and shortlisted stage 2 proposal in future projects within the BID3 timeframe (2027-2031), whether or not that proposal is ultimately selected as the winning submission.

Creative suppliers should ensure that all concepts submitted are original and capable of being licensed for full digital (websites, app), print, commercial and promotional use by FOR Cardiff. The use of AI tools must be compliant with our AI policy, linked on page 2 of this document.