

On Purpose
— Brand refresh
2022
Request for
Proposal

PERSONS OF CONTACT

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PROJECT OVERVIEW

On Purpose is seeking the services of a service provider (agency or freelance) to support the refresh and consolidation of the On Purpose brand on an international level, in a context where marketing and communications need to be adapted to local circumstances in each city.

Having recently refined our organisational values and brand 'essence', we are now looking for revised visual brand identity outputs, and revised brand guidelines to reflect the current brand platform & verbal identity work that already exists.

OVERALL OBJECTIVE OF THE BRAND REFRESH

Universalise and strengthen our brand as one organisation (across our London, Paris and Berlin offices):

- a. To improve brand visibility and recognition amongst our target audiences and the wider community
- b. To provide a current and authentic representation of who On Purpose is and what we want to do
- c. To enable flexibility, meaning that it facilitates better communication with our different target audiences, and allows for more 'play' within its boundaries (currently the brand feels very 'red' and rigid)

ON PURPOSE CONTEXT

About On Purpose

Our world needs an economy that works for all. An economy that operates within the boundaries of this planet and its people. Founded in London in 2009, On Purpose works towards a world in which organisations put purpose before profit, thereby creating an economy that serves everyone, whilst regenerating the planet. To make this happen, we believe a fundamental shift is required, led by people who transform the organisations in which they work.

Our mission and vision

Vision

An economy that has undergone a fundamental shift to become healthy.

Mission

We aim to develop individuals' ability to lead change and move organisations towards a healthy economic system.

About the programmes

On Purpose helps develop these leaders and increases the capacity of all sectors to move to a regenerative future through its Associate Programme. Now run in London, Paris and Berlin, the one-year, full-time programme for high-potential mid-career talent, brings together two six-month purpose-driven and paid work placements in a wide range of organisations, alongside half day a week of training, fortnightly mentoring, and quarterly coaching.

Our target audiences

We have a diverse range of audiences:

1. Potential candidates to our programmes:

a/ For the Associate Programme, talented professionals with five to seven years of experience (on average) who demonstrate the will to work in the impact sector and some strong organisational and interpersonal skills to do so (personas available).

2. Our community (+ 2000 people around the world) :

a/ Associates - the participants of the Associate Programme

b/ Fellows - the alumni of every cohort since On Purpose was founded

c/ Placements - the purpose-driven organisations in which Associates work for 6 months each

d/ Trainers, coaches and mentors, who support our Associates in their journey

3. Other partner organisations

4. Journalists and other external influencers

The aim is to enhance our strong, instantly recognisable brand and ensure it is malleable enough to speak to all of our different audiences. For instance, the main goal for potential candidates is to make them apply to the Associate Programme. For our community, we want there to be a sense of belonging and our partners / media should recognize our brand quickly. *This is not exhaustive and would only serve as an illustration.*

Our impact

The impact the Associate Programme has had on participants as well as the organisations they work in during and after the programme, has been significant. More than 800 Associates completed the programme across London, Paris or Berlin, and 95% of them said they were more confident leading change.

92% of our Fellows work in the impact space and have gone on to take roles in all parts of the system, by using skills from their previous career for the common good in diverse well-established organisations or by starting up new ones. Over the years, On Purpose has built a community of over 2000 people.

More details on our organisation identity and our brand DNA will be provided to the selected service provider.

EXPECTED SCOPE OF WORK

On Purpose is looking for the following key deliverables:

- A. Revised visual brand
- B. Additional brand toolkit assets

A. Revised visual brand:

1. Colour palette expansion

The current colour palette is quite limited in scope which reflects limited creative opportunities (repetitive and unexciting in the long run). Ideally, we would look to expand / diversify the palette slightly (2 to 3 additional colours) to give us more flexibility and allow for more different styles / formats within our comms

2. Visual aids

Our brand can come across as a little 'rectangular', which can be limiting for the creative process. In line with a colour palette expansion and being able to use different formats for our comms, we'd therefore like to potentially start using a couple of different shapes/visual devices that are playful and versatile. We want to be able to use these for any artwork we produce, to make it look consistent and on-brand.

3. Revised fonts

The fonts Effra and Arno Pro we use in our communications, are not available on google workspace. If possible, we'd like help with choosing two different fonts, visually similar to the ones we use currently and available on all platforms, to enable more flexibility and ease of use.

4. Additional shortened version of our logo

It would be beneficial to create a 'short version' of the company logo, for instance 'OP' or 'OnP', for use in social media icons.

- 5. A revised version of our brand guidelines document (in different formats) to summarise the above mentioned changes. This should comprise:

- A revised version of our Brand Overview
- A revised version of notional applications, with different format execution
- A revised version of photography guidelines
- An addition of video guidelines
- An addition of social media guidelines (templates application and good practices)

More details on the scope of these revisions and additions will be provided to the shortlisted service providers.

B. Brand toolkit extension:

1. Branded PowerPoint (ppt) templates

In line with adapted colours, shapes, fonts and so forth, we'd like to produce an updated ppt template for any presentations.

2. Social Media

Currently, the international marketing teams create and test different templates for their social media, which results in a lack of consistency among the different cities. We'd like a range of social media templates that work for different content pillars (at least 6 types, will be more clearly defined to the service provider selected). Each of these templates would:

- be created and used on Canva
- present different variations for the same content pillar (e.g. one template for Associate content would offer the possibility to create two to three visual alternatives / versions)
- take into account the flexibility/format adaptation necessary across our different social media platform (LinkedIn, Instagram, Twitter and Facebook)

ESTIMATED TIMELINES

The below are estimated timelines and may be discussed / fleshed out between the service provider and On Purpose.

Applications closing: October 21st, 2022

Selection (estimated): late November 2022

Production (estimated): from late November to beginning of February

1. New visuals: early January 2023
2. New templates: mid-January 2023
3. New guidelines: end of January 2023

Final delivery for: mid-February

Barriers to success:

- Team availability (e.g. annual leave, end of year break)
- Agency availability
- Team capacity

SUBMISSION REQUIREMENTS

The service provider must submit on a first round:

- A portfolio with examples of relevant work
- Project timeline estimate (key milestones)
- Cost proposal

Once shortlisted by On Purpose, the selected service providers must submit on a second round:

- A short pitch and first interpretation of our project. *More details will be provided later.*

They also must be able to work in English.

Please note that, due to a high volume of submissions and operational preferences, we will give preference to submissions from European countries, particularly the United Kingdom, France, and Germany.

We will also pay attention to:

- Past experiences with human-centred organisations, e.g. where people are at the centre of the organisation and its mission / vision. On Purpose is all about people and it would be beneficial for an organisation to understand this and represent this accordingly.
- Their relation to the impact sector (in their identity or with previous work examples or in their willingness and commitment to support an impact organisation)

SUBMISSION PROCESS & TIMELINE

Clarification questions about the project: before October 18th

Deadline for first round requirements submission: October 21st

Estimated shortlist announcement: w/c November 7th

Deadline for second round requirements submission: November 17th

Estimated final selection announcement / meet & greet: w/c November 28th

Please submit everything to info@onpurpose.org by EOD October 21st, with the following subject line:

RFP response to On Purpose_*yourname*

APPENDIX

Examples of branded work

- [On Purpose website](#)
- Social Media: PAR: [LinkedIn](#) & [Instagram](#); LON: [LinkedIn](#) & [Instagram](#), BER: [LinkedIn](#) & [Instagram](#)
- [BER placement brochure](#)
- [PAR Associate brochure](#)
- [LON Associate Brochure \(Apr2023\)](#)
- [Impact report](#)