



THE UNIVERSITY *of* EDINBURGH

# Brand Essentials

Making us all look good

**Chapter 7:**  
Designers and printers

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## Print and design suppliers information

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The University has procurement frameworks in place for both print and design services.

Before accessing either framework you should determine whether an internal service provider in the University can do the work required:

- Information Services: Graphic Design Service
- Printing Services
- Communications and Marketing: Publications

If they are unable to help you then you should use the frameworks to buy the print or design services you need.

[www.ed.ac.uk/communications-marketing/resources/publishing](http://www.ed.ac.uk/communications-marketing/resources/publishing)

# Briefing a designer

## Your objective

Clearly explain what your key objectives are to the designer. It is good practice to keep these to a maximum of three objectives to ensure clarity. Ensure these are quantifiable and within a timeframe.

## Your audience

You know who your target audience is, but be clear if you have a primary and secondary audience and which way around this is, and who they are. What do you want the audience to do when they receive your flier/read your poster etc. Explain this to the designer.

## Your message

What is your key primary message within the flier/poster/leaflet? If you have more than one message be clear to the designer which one is the primary message. It can be a good idea to list the selling points of your message to the designer (eg this course is unique because of the following five reasons etc).

## Your product

Provide all the details the designer will need about the course/event/subject, such as dates, times, places etc. Try to have this finalised before briefing the designer to avoid late (expensive) changes.

## Style

Give the designer a steer on a style you are looking for. This is especially important if you don't have sample material to show. It is important to specify if you wish a graphic design/photography/illustration based product from the outset.

## Photography

If you require photography to be taken for the product you need to clearly specify if you expect the design agency to provide this, in the initial brief. You also need to allow for budget, and specify who will have editorial control over the photography direction. If you are briefing a photographer separately, be clear from the outset if you require him/her to assign copyright to the University so the images can be re-used freely. Be sure to explain that images are required for print as well as online so the photographer provides these in the correct resolution. If you are supplying photographs to the design agency, ensure they are high resolution, sufficient to print. You can access hi res imagery from the University database at [images.ed.ac.uk](http://images.ed.ac.uk).

## Format

Provide a note of the size and format you wish the product to be. Be specific on measurements. Be specific on how many pages or where a flier is to be folded. Try to suggest a type of paper you would like to use by providing an example from another University publication.

## Budget

Specify the budget and be clear as to what it should cover. For example, state clearly how many stages of proofs you would like to receive, and how these should be supplied to you. A standard rule would be to receive three rounds of proofs as PDFs, but if you don't have access to a good colour printer with A3 capacity, you will need to receive proofs as hard copies from the agency. If your budget does not include printing or distribution, make sure this is outlined in the brief.

## Presentation

If you are tendering for a large project and wish agencies to provide visual presentations of their ideas, be sure to provide sufficient time for them to prepare for the presentation and include the dates for presentations in the brief. They may require a space with electronic access for the presentation if there is a digital element to their work, so please prepare a room with web access.

## Timescales

When do you want the completed design work? Make this clear on the initial brief. If the designers are not doing your printing/production, ensure you have built in time for the other suppliers to have your product ready by your required deadline.

## Design contract

You don't need a formal contract to use anyone from the framework.

## University brand

Guidelines and resources to ensure the University's brand is represented consistently: [edin.ac/brand-essentials](http://edin.ac/brand-essentials)

## Mandatory requirements

- the University logo and the University name on the front cover of any materials produced;
- incorporate the University's colour palette;
- use only the corporate fonts as indicated;
- use only high resolution photos for printed projects.

Checklist of things to include in a brief:

- background to the University and the HE market, including;
  - trends/issues in your subject area;
  - contextual information and competitors;
- samples of previous materials – what worked and what did not work.

# Selecting a design agency from the University's Design Framework Agreement

There are two routes to selecting a design agency, depending on the size and cost of the work you require.

## Route A

If you have a project with a budget of less than £7,000 (excluding VAT), which cannot be produced by internal service providers, and will be a one-off design job, then you should approach one or more of the design agencies on the Framework, and request a quote, using the 'how to brief a designer' guidance above.

The rate card agreed by all the agencies is available in the buyers' guide on the procurement website. This will give you some guidance on costs, but you still need to talk directly to one or more of the agencies about your specific project.

[www.ed.ac.uk/procurement/buy-at-ed](http://www.ed.ac.uk/procurement/buy-at-ed)

Route A should not be used if you require ongoing design services with various products as part of the same project, or if your project will cost more than £7,000.

## Route B

If you have a requirement for design work that will cost more than £7,000, or will include several elements so cannot be described as a one-off, then you need to invite all 10 design agencies on the Framework to submit responses to your design brief. You should develop a detailed design brief clearly setting out your requirements, using the 'how to brief a designer' guidance on page 3. Suppliers who are not on the Framework Agreement must not under any circumstances be included in this process.

You then follow a three-stage process:

### Stage one

Design agencies respond to your design brief, indicating their interest (or otherwise) in the project, providing outline costs, timings, the approach they would recommend and their credentials for the job. They will NOT supply design visuals at this stage.

### Stage two

You select no more than three agencies, based 70% on their credentials and 30% on their proposed costs.

### Stage three

You communicate to your top three design agencies that you'd like to move to the next stage and arrange a mutually convenient time for them to present their visual concept in person. Ignoring the previous stage of scoring, you now select and appoint one agency for your project, based on their creative pitch.

In procurement terms, option two consists of a 'mini competition'. Detailed guidance on how to run a mini competition is available in the buyers' guide on the procurement website.

[www.ed.ac.uk/procurement/buy-at-ed](http://www.ed.ac.uk/procurement/buy-at-ed)

# Benefits of using the University's Design Framework Agreement

- Complying with procurement legislation to avoid potential legal costs to the University
- Access to working with a range of designers who understand the University's context, and will abide by our brand guidelines
- Ceiling rates/maximum pricing defined and agreed for the duration of the Framework Agreement which can be reduced further during the 'mini competition' process
- Adhering to the University's corporate social responsibility strategy

# Contact details for all 10 design agencies on the University's Design Framework Agreement

Agency	Contact name	Email address	Web address	Portfolio pages credentials	Landline	Mobile
APS	Mike Lynch	Mike.Lynch@theapsgroup.com	www.theapsgroup.com	http://credentials.theapsgroup.scot/aps_credentials_uae.pdf	0131 454 2453	07720972911
Avian	Harry Hoy	harry.hoy@avian.co.uk	www.avian.co.uk	http://avian.co.uk/edinburgh-university/	01382 427000	
Emperor	Susannah Gerner	susannah.gerner@emperordesign.co.uk	www.emperordesign.co.uk	http://emperor.works/education	0131 220 7990	
Evviva	Catherine Newsom	newsom@evvibrands.com	www.evvibrands.com	www.evvibrands.com/services	0131 618 7688	07915912622
Frame	Jennifer Kyle	jennifer@framecreates.co.uk	www.visitframe.com	http://frame.agency/university-of-edinburgh/	0141 559 5840	
Hookson	Naomi Askins	naomi@hookson.com	www.hookson.com	http://hookson.com/uae/	0131 524 7940	07889723978
Room for Design	Martyn Patterson	martyn@roomfordesign.co.uk	www.roomfordesign.co.uk	www.roomfordesign.co.uk/university-of-edinburgh/	01609 777554	
RR Donnelley	Corey Stewart	corey.stewart@rrd.com	www.rrdcreative.com	www.rrdcreative.com/uae/	0203 047 5042	07921875463
Stand	Maggie Croft	maggiec@stand-united.co.uk	www.stand-united.co.uk	www.behance.net/standagency	0141 222 2999	07855418688
Sterling	Melanie Gladstone	mgladstone@sterlingsolutions.co.uk	www.sterlingsolutions.co.uk	http://sterlingcreative.co.uk/?page_id=8	0131 240 5400	07748924726

## Postal addresses

APS Group Scotland Ltd  
21 Tennant Street  
Edinburgh  
EH6 5NA

Avian Communications Ltd  
Brook Street  
Broughty Ferry  
Dundee  
DD5 1DJ

Emperor Design  
4th Floor Charlotte House,  
2 South Charlotte Street  
Edinburgh  
EH2 4AW

Evviva Brands Ltd  
Conference House  
152 Morrison Street  
Edinburgh  
EH3 8EB

Frame  
Four Winds Pavilion  
Pacific Quay  
Glasgow  
G51 1DZ

Hookson  
30 Annadale Street Lane  
Edinburgh  
EH7 4LS

Room for Design Ltd  
Register House  
Zetland Street  
Northallerton  
North Yorkshire  
DL6 1NA

RR Donnelley  
Exchange Place 2  
5 Semple Street  
Edinburgh  
EH3 8BL

Stand Ltd  
170 Kelvinhaugh Street  
Glasgow  
G3 8PR

Sterling  
2 Walker Street  
Edinburgh  
EH3 7LB

# Selecting a printer from the Scottish Government framework

## (Scottish Procurement Framework Agreement for Print and Associated Services)

If the University's internal Printing Services is unable to help you with your litho or digital printing requirements, you may use this framework. The framework comprises 12 commercial printers, whose contact details are provided here.

### How to use the framework:

- If the value of your order is **less than £3,000** you may choose any printer from the framework and place your order directly with them.
- If the value of your order is **more than £3,000 but less than £50,000** you must conduct a mini competition. This means sending your requirements to all the printers on the framework and inviting them to submit a quote within a specified time limit. If your decision on which printer to use is not going to be wholly based on price, you should indicate in advance what criteria and weighting you will use to decide which printer you will use.
- If the value of your order is **more than £50,000** you must speak to Procurement in advance and they will assist.
- If you are unsure of the value of your order, you should conduct a mini competition and invite all the printers on the framework to submit a quote.

If you have any queries about the use of this framework, conducting a mini competition, or placing a print order, please contact Procurement: [www.ed.ac.uk/procurement](http://www.ed.ac.uk/procurement)

### Printing Services

13 Infirmary Street  
Edinburgh EH1 1LT  
T 0131 650 8006  
Contact: Kathy McCormack  
printing@ed.ac.uk  
[www.ed.ac.uk/printing](http://www.ed.ac.uk/printing)

### 21 Colour

21 Summerlee Street  
Glasgow G33 4DB  
T 0141 766 3505  
Contact: Trevor Price  
trevor.price@21colour.co.uk  
[www.21colour.co.uk](http://www.21colour.co.uk)

### Allander Print Ltd

4 East Telferton  
Edinburgh EH7 6XD  
T 07876 147 897  
Contact: Gary Holmes  
gary@allander.com  
[www.allander.com](http://www.allander.com)

### Barr Printers

Moray House  
4 Faraday Road  
Glenrothes  
Fife KY6 2RU  
T 01592 776870  
Contact: Jan Cowie  
jan@barrprinters.co.uk  
[www.barrprinters.co.uk](http://www.barrprinters.co.uk)

### Harlow Printing Ltd

Maxwell Street  
South Shields  
Tyne and Wear NE33 4PU  
T 0191 455 4286  
Contact: Sandra Murphy  
sandramurphy@harlowprinting.co.uk  
[www.harlowprinting.co.uk](http://www.harlowprinting.co.uk)

### Ivanhoe Caledonian Printing Company

Riverside Works  
Eskmills  
Musselburgh EH21 7PE  
T 0131 665 8444  
Contact: Keith Marshall  
keith.marshall@ivanhoecaledonian.co.uk  
[www.ivanhoecaledonian.co.uk](http://www.ivanhoecaledonian.co.uk)

### Mackay & Inglis Ltd

19 Polmadie Street  
Glasgow G42 0PQ  
T 0141 423 8866  
Contact: David Smith  
davids@mackayinglis.co.uk  
[www.mackayinglis.co.uk](http://www.mackayinglis.co.uk)

### MBM Print SCS Limited

1 Tennant Avenue  
College Milton South  
East Kilbride G74 5NA  
T 0141 620 4405  
Contact: Helen Johnston  
Helen.Johnston@mbmprint.co.uk

### McAllister Litho Glasgow Ltd

170 Elliot Street  
Glasgow G3 8EX  
T 0141 248 7240  
Contact: Phil Wilson  
ScotGov@mlg.co.uk  
[www.mlg.co.uk](http://www.mlg.co.uk)

### J Thomson Colour Printers Ltd

14 Carnoustie Place  
Glasgow G5 8PB  
T 0141 429 1094  
F 0141 429 5638  
M 07836 7049056  
Contact: Alastair Jeffrey  
AJeffrey@jtcp.co.uk  
[www.jtcp.co.uk](http://www.jtcp.co.uk)

### Pandaprint

104 Park Road  
Rosyth  
Fife KY11 2JL  
T 01383 417847  
lloyd@panda-print.co.uk  
[www.panda-print.co.uk](http://www.panda-print.co.uk)

### Sterling Press

2 Walker Street  
Edinburgh EH3 7LB  
T 0131 240 5400  
Contact: Fiona Ross  
scotgov@sterlingsolutions.co.uk  
[www.sterlingsolutions.co.uk](http://www.sterlingsolutions.co.uk)

### Streamline Corporate

7 Queen Anne Drive  
Edinburgh EH28 8LH  
T 0131 333 2222  
Contact: Lynn Fergusson  
lfergusson@streamlinecorporate.com  
[www.streamlinecorporate.com](http://www.streamlinecorporate.com)

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