Brand Essentials
Making us all look good

Chapter 7:
Designers and printers
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
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 flyer/your poster etc. Explain this to the designer.

Your message
What is your key primary message within the flyer/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.

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 flyer 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

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

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

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

<table>
<thead>
<tr>
<th>Agency</th>
<th>Contact name</th>
<th>Email address</th>
<th>Web address</th>
<th>Portfolio pages credentials</th>
<th>Landline</th>
<th>Mobile</th>
</tr>
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<tr>
<td>APS</td>
<td>Mike Lynch</td>
<td><a href="mailto:Mike.Lynch@theapsgroup.com">Mike.Lynch@theapsgroup.com</a></td>
<td><a href="http://www.theapsgroup.com">www.theapsgroup.com</a></td>
<td><a href="http://credentials.theapsgroup.scot/aps_credentials_uoe.pdf">http://credentials.theapsgroup.scot/aps_credentials_uoe.pdf</a></td>
<td>0131 454 2453</td>
<td>07720972911</td>
</tr>
<tr>
<td>Avian</td>
<td>Harry Hoy</td>
<td><a href="mailto:harry.hoy@avian.co.uk">harry.hoy@avian.co.uk</a></td>
<td><a href="http://www.avian.co.uk">www.avian.co.uk</a></td>
<td><a href="http://avi%D0%B0%D0%BD.co.uk/edinburgh-university/">http://aviان.co.uk/edinburgh-university/</a></td>
<td>01382 427000</td>
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</tr>
<tr>
<td>Emperor</td>
<td>Susannah Gerner</td>
<td><a href="mailto:susannah.gerner@emperordesign.co.uk">susannah.gerner@emperordesign.co.uk</a></td>
<td><a href="http://www.emperordesign.co.uk">www.emperordesign.co.uk</a></td>
<td><a href="http://emperor.works/education">http://emperor.works/education</a></td>
<td>0131 220 7990</td>
<td></td>
</tr>
<tr>
<td>Evviva</td>
<td>Catherine Newsom</td>
<td><a href="mailto:newsom@evvivabrands.com">newsom@evvivabrands.com</a></td>
<td><a href="http://www.evvivabrands.com">www.evvivabrands.com</a></td>
<td><a href="http://evvivabrands.com/services">http://evvivabrands.com/services</a></td>
<td>0131 618 7688</td>
<td>07915912622</td>
</tr>
<tr>
<td>Room for Design</td>
<td>Martyn Patterson</td>
<td><a href="mailto:martyn@roomfordesign.co.uk">martyn@roomfordesign.co.uk</a></td>
<td><a href="http://www.roomfordesign.co.uk">www.roomfordesign.co.uk</a></td>
<td><a href="http://roomfordesign.co.uk/university-of-edinburgh/">http://roomfordesign.co.uk/university-of-edinburgh/</a></td>
<td>01609 777554</td>
<td></td>
</tr>
<tr>
<td>Stand</td>
<td>Maggie Croft</td>
<td><a href="mailto:maggiec@stand-united.co.uk">maggiec@stand-united.co.uk</a></td>
<td><a href="http://www.stand-united.co.uk">www.stand-united.co.uk</a></td>
<td><a href="http://behance.net/standagency">http://behance.net/standagency</a></td>
<td>0141 222 2999</td>
<td>07855418688</td>
</tr>
<tr>
<td>Sterling</td>
<td>Melanie Gladstone</td>
<td><a href="mailto:mgladstone@sterlingsolutions.co.uk">mgladstone@sterlingsolutions.co.uk</a></td>
<td><a href="http://www.sterlingsolutions.co.uk">www.sterlingsolutions.co.uk</a></td>
<td><a href="http://sterlingcreative.co.uk/?page_id=8">http://sterlingcreative.co.uk/?page_id=8</a></td>
<td>0131 240 5400</td>
<td>07748924726</td>
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Postal addresses

<table>
<thead>
<tr>
<th>Agency</th>
<th>Address</th>
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<tbody>
<tr>
<td>APS Group Scotland Ltd</td>
<td>21 Tennant Street, Edinburgh EH6 5NA</td>
</tr>
<tr>
<td>Avian Communications Ltd</td>
<td>Brook Street, Dundee DD5 1DJ</td>
</tr>
<tr>
<td>Room for Design Ltd</td>
<td>Register House, Zetland Street, Northallerton, DL6 1NA</td>
</tr>
<tr>
<td>Hookson</td>
<td>30 Annadale Street Lane, Edinburgh EH7 4LS</td>
</tr>
<tr>
<td>Emperor Design</td>
<td>4th Floor Charlotte House, 2 South Charlotte Street, Edinburgh EH2 4AW</td>
</tr>
<tr>
<td>Evviva Brands Ltd</td>
<td>Conference House, 152 Morrison Street, Edinburgh EH3 8EB</td>
</tr>
<tr>
<td>RR Donnelley</td>
<td>Exchange Place 2, 5 Semple Street, Edinburgh EH3 8BL</td>
</tr>
<tr>
<td>Stand</td>
<td>170 Kelvinhaugh Street, Glasgow G3 8PR</td>
</tr>
<tr>
<td>Frame</td>
<td>Four Winds Pavilion, Pacific Quay, Glasgow G51 1DZ</td>
</tr>
<tr>
<td>Sterling</td>
<td>2 Walker Street, Edinburgh EH3 7LB</td>
</tr>
</tbody>
</table>
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