

Design Brief: Westway Trust Brand Identity Refresh

About Us

The Westway Trust is a unique charity that stewards the resources of 23 acres of space under the Westway A40. In 2019, a local community campaign ensured that the Board of the Trust is led by local people and the Westway Trust now works together with the local community to enable North Kensington to thrive.

In 2021 a new plan was created for the organisation. This plan set a new vision, mission and values and the Trust now has a clear transformation programme to achieve social, environmental, and economic wellbeing and justice. Our leadership team is testament to our values as we strive for excellence and to deliver our ambition, we work with a full range of stakeholders including around 80 Member Organisations. You can see the organisations plan at: www.westway.org/about-us/horizon-plan/

The estate is home to more than three acres of public green space, 120 tenants including more than 20 charities and non-profit organisations, two sports and fitness facilities, 48 light industrial units, 4 car parks, 34 offices, 32 shops, and an Olympic-registered skate park.

We already receive more than one million visitors each year to the estate, and we want to expand the community, cultural, retail, sporting, and enterprise opportunities here together with improvements to the public realm so that it is a place the tenants and community is proud of, and even more visitors can enjoy.

Scope of Work

Background

Our current brand identity was created in 2018 following a difficult period for the Trust. It was created to demonstrate our renewed focus on community engagement and to encourage members of our local community to feel that the Trust was an approachable and supportive organisation.

The last seven years have seen a number of changes for us, and in 2025, the Trust will commit to a new three-year Horizon Plan which includes the creation of a new website. We therefore feel that this is the right time to embark on a refresh of the current brand identity.

The Project

We're seeking a graphic designer or design team to help us refresh our brand identity and develop a set of contemporary visual assets for our audiences.

However, it is important to understand that we **do not** want a complete brand identity redesign, rather a refresh to help ensure our current identity reaches its full creative potential. As such, we will be retaining our current logo.

The project's objectives are:

1. Position the Westway Trust as an approachable organisation with a focus on our commitment to working in partnership with our local community.
2. Undertake a refresh of the colour palette, typography and marketing assets so they reflect our purpose and personality.
3. Improve brand consistency across all communication channels by updating our brand guidelines and usage policy.
4. Strengthen recognition and engagement by providing some ideas for how we may apply the brand refresh to a new website.

Please note, we have already undertaken number of focus groups for the brand refresh with our internal and external stakeholders. These insights will be shared with the successful applicant once they have been selected.

Deliverables

- Brand style guidelines.
- Marketing collateral templates including:
 - Social media headers and posts for Facebook, BlueSky, Instagram, LinkedIn and TikTok.
 - Signage, both internal and external.
 - Posters.
 - Newsletter.
 - Email signature.
 - Brochures.
 - Consultation materials.
 - Presentations.
 - Letterheads.
- Design ideas for application to our new website.
- A presentation to our All Staff Team.

You can view our current brand assets and style guidelines here: westway.org/brandassets

Target Audiences

- Local community including residents, organisations and businesses.
- Member organisations ranging from community groups and residents' associations to schools and sports clubs.
- Partners and funders.
- Government and policymakers.
- Employees.
- General public.

Core Values

At Westway we have five core values that guide us in what we are, how we do things and where we want to be. These are:

- Courage
- Equity
- Integrity
- Openness
- Sustainability

Process

Stage 1

Please submit your Expression of Interest (EOI) to Kara Reaney on kara.reaney@westway.org by 5pm on Thursday 13 March.

This should consist of a concise PDF portfolio showcasing examples of your previous work, along with details of your experience in brand design.

Stage 2

We will review the portfolios and select one successful applicant. We aim to let you know by Friday 14 March of the outcome.

Stage 3

We estimate a 5-week timeline for the design process, with the aim of holding the first strategy meeting w/b Monday 31 March. Ideally, we would like to have completed the project by early May.

Timeline

Deadline for Expressions of Interest	Thursday 13 March 2025
Applicant selection and notification of outcome	Friday 14 March 2025
Contract Signed	w/b Monday 17 March 2025
Project Commences	w/b Monday 31 March 2025

Budget

Our budget for this project is £10,000 (including VAT).

Contact Information

If you have any questions and would like to discuss this brief further please contact:

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