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Tender

## **British Museum Brand and Identity Project Phase II Design**

The Trustees of the British Museum

F02: Contract notice

Notice identifier: 2024/S 000-040545

Procurement identifier (OCID): ocids-h6vhtk-04c899

Published 17 December 2024, 10:05am

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

The Trustees of the British Museum

The British Museum, Great Russell Street

London

WC1B 3DG

#### **Email**

[procurement@britishmuseum.org](mailto:procurement@britishmuseum.org)

#### **Telephone**

+44 2073238000

#### **Country**

United Kingdom

#### **Region code**

UKI - London

**Internet address(es)**

Main address

[www.britishmuseum.org](http://www.britishmuseum.org)

**I.3) Communication**

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Design-consultancy-services./8R48YVXGR9>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted to the above-mentioned address

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Recreation, culture and religion

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

British Museum Brand and Identity Project Phase II Design

Reference number

BM.24.075

#### **II.1.2) Main CPV code**

- 79415200 - Design consultancy services

#### **II.1.3) Type of contract**

Services

#### **II.1.4) Short description**

The British Museum is embarking on a complete transformation and as part of that journey we have launched a project to review and re-imagine our brand and our visual/vocal identity. Increasing activity around the Museum's masterplan, and the arrival of a new museum Director in 2024 makes now the right moment to consider our vision and values, review our brand and move forward with a compelling new approach to how we communicate and present ourselves. The Brand and Identity Project will deliver this transformation. It is being conducted in two phases. In Phase 1 research will be conducted to understand the Museum's position in the global context followed by a brand audit leading to the creation of a brand strategy. An agency has been appointed to Phase I and work is now underway. In Phase II, which is the subject of this procurement exercise, we are looking for a partner to work with us to translate our new vision and values, and the brand strategy developed in Phase I, into a coherent and compelling visual and vocal identity. This identity should comprise a clear system that conveys the brand idea and narrative in such a way that it can be used and applied consistently to internal and external products and services, across our many audiences, locally, nationally, and globally.

#### **II.1.5) Estimated total value**

Value excluding VAT: £150,000

#### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.2) Additional CPV code(s)**

- 79822500 - Graphic design services

### **II.2.3) Place of performance**

NUTS codes

- UKI - London

Main site or place of performance

LONDON

### **II.2.4) Description of the procurement**

This commission involved the delivery of two elements:

a) New visual/vocal identity - To translate the new brand strategy into an evolved visual and vocal identity for the British Museum, one that is rooted in our vision and values. The consultant should aim to unify and consolidate our look so that it can be used and applied consistently across the entire Museum, and all our many activities. The brand should be flexible and adaptable, so it can be effortlessly used across multiple platforms – for example, a coffee cup, branded merchandise, out of home exhibition poster, event invitation, Members magazine, staff uniform, research presentation, or on our website, social and other digital platforms.

b) Visual/vocal identity roll-out - To implement and embed the agreed visual and vocal identity, providing style guidelines, guidance on brand architecture, templates, toolkits, and advice on application and use.

This project needs to engage Museum staff, stakeholders and audiences in a collaborative and positive way. This will give strength to the outcomes and support an authentic and compelling result.

The visual/vocal identity must work for all parts of the Museum, across all activity, in all its varied contexts. Fresh and innovative thinking will help ensure that it reflects our vision and values, builds on our new brand strategy and that it presents a holistic and unified Museum persona. Full details of the scope requirements are set out in the procurement documents.

### **II.2.5) Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

### **II.2.7) Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months

9

This contract is subject to renewal

No

### **II.2.10) Information about variants**

Variants will be accepted: No

### **II.2.11) Information about options**

Options: No

### **II.2.13) Information about European Union Funds**

The procurement is related to a project and/or programme financed by European Union funds: No

### **II.2.14) Additional information**

To respond to this opportunity please click here: <https://www.delta-esourcing.com/respond/8R48YVXGR9>

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## **Section IV. Procedure**

### **IV.1) Description**

#### **IV.1.1) Type of procedure**

Open procedure

#### **IV.1.8) Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: Yes

### **IV.2) Administrative information**

#### **IV.2.2) Time limit for receipt of tenders or requests to participate**

Date

3 February 2025

Local time

5:00pm

#### **IV.2.4) Languages in which tenders or requests to participate may be submitted**

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 3 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

3 February 2025

Local time

5:00pm

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: No

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.3) Additional information**

The contracting authority considers that this contract may be suitable for economic operators that are small or medium enterprises (SMEs). However, any selection of tenderers will be based solely on the criteria set out for the procurement.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Design-consultancy-services./8R48YVXGR9>

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GO Reference: GO-20241217-PRO-28917325

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Public Procurement Review Service

London

Email

[publicprocurementreview@cabinetoffice.gov.uk](mailto:publicprocurementreview@cabinetoffice.gov.uk)

Country

United Kingdom

**VI.4.2) Body responsible for mediation procedures**

Chartered Institute of Arbitrators

London

Country

United Kingdom