

Meeting:	NuLeAF Steering Group, 9 th September 2020
Agenda Item:	10
Subject:	Approval of new logo for NuLeAF
Author:	Philip Matthews
Purpose:	This paper sets out a proposed new logo for the organisation, for approval by members.

Introduction:

This paper presents a new logo for NuLeAF to be approved by members.

Recommendation:

That the Steering Group approve the new logo presented in this report.

1. Introduction

1.1 NuLeAF's logo and communication materials have remained largely unchanged since the organisation was founded almost 20 years ago and are now in need of a refresh. The Covid-19 crisis has significantly reduced NuLeAF's costs and therefore provided the funds to enable an update to take place.

It was agreed at the June 2020 Steering Group that NuLeAF should commission external designers to undertake two contracts:

- (a) To design a new logo and refresh the templates for the newsletter, ebulletin, headed paper and business cards.
- (b) Using the new image, refresh the website to make it more contemporary, professional and easy to use.

Regarding Contract (a), six designers were invited to tender and four tenders were received. These were assessed against a number of criteria including understanding of the brief, relevant experience and value for money. On this basis Firefly¹ was offered the contract. Their bid was judged to be the strongest in terms of their offer and fell in the middle of the 4 bids in terms of cost.

2. Proposed new logo

The Chair and staff of NuLeAF reviewed the design work undertaken by Firefly and selected a proposed new logo (Appendix 1). Members are invited to approve this.

Firefly will then complete the contract by redesigning NuLeAF's communication materials. A tendering process will then be undertaken for contract (b), to redesign the NuLeAF website.

¹ <https://firefly-uk.com/>

Appendix 1: New NuLeAF logo.

