Adelaide High School
Rebranding 2014
Request for Proposal

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Summary

Adelaide High School is seeking Proposals from qualified and experienced graphic designers who will work with the school on an ongoing basis from the beginning of 2015 to:

(a) Initially redesign its branding which is used across a wide of publications, signage, banners, advertising and promotional materials
(b) Design and layout materials for printing/publication and source printing/suppliers

The successful applicant will work external to the school as a supplier.

Background Information

School Profile

In 1908 Adelaide High School became the State’s first high school and the first free high school in the Commonwealth.

Adelaide High School:

- is proudly culturally diverse, with students from more than 60 different countries enrolled.
- caters for over 1300 students from Years 8 to 13. The school offers a varied and comprehensive curriculum and is identified by its philosophy that success is valued as a goal to which all students aspire.
- since 1978, has been South Australia’s only Special Interest School with a focus on the study of languages other than English.
- is the only State secondary school to be officially declared by the Department for Education and Child Development (DECD) as an Associate School for Students with High Intellectual Potential.
- offers a comprehensive education to Hearing Impaired students.
- has selective entry processes for students wishing to enrol in the Language, Cricket or Rowing programs.
- has a strong commitment to global education with a number of exchange students and international fee-paying students enrolling at the school each year. The school also has a number of international sister school agreements and interchanges visits with these schools yearly.
- has a long and rich tradition that encourages students to participate in all facets of school life including sporting, cultural, student leadership and citizenship pursuits.
- is accredited by the Council of international Schools.

The current branding

The current branding was initially developed by a graphic designer at the beginning of 2005 and underwent some revision in 2011/12. The school has worked with the same graphic designer since 2005.

During this time the banding has been used on a range of publications / products including stationery, certificates, banners, brochures, handbooks, curriculum documentation, internal documentation, signage, postcards, posters, visitors’ passes. See Appendix 1 for scope of current branding.
Communication Background
There is a heavy emphasis on electronic communication via the website and email – which is often done through Daymap, a Learner Management System and its associated Parent Portal – for day to day communication with families and the school community.

The school produces 13 newsletters each year (produced internally every 3 weeks) which are uploaded in pdf format on the website. Email alerts are sent to the school community. The newsletter template was developed as part of the current branding.

There is a considerable suite of printed publications, predominantly A4 handbooks and A5 brochures, which are updated annually. The majority of them can be viewed at; http://www.adelaidehs.sa.edu.au/About/Publications/Major-Publications

Print advertising is only undertaken in The Advertiser and The Messengers for Open Night due to government regulation of advertising spending. Advertisements need to follow DECD media protocols and be approved by the Department of Premier and Cabinet.

Current Situation Informing Change Process
The school is nearing the completion of an extensive rebuilding / refurbishment process which will see facilities service 21st century learning.

The school is also finalising a re-Visioning process which will focus the school’s activities into the future on innovation, international mindedness / global education, languages, citizenship, excellence, varied curricular and co-curricular programs.

The ‘black strip’ has been in existence for 10 years. We want to bring the branding into the 21st century whilst still maintaining the focus on the tradition and excellence which has been Adelaide High School for more than 100 years.

School Vision Statement
The new Vision Statement which is incorporated in all publications is:

Not only for school but for life
Non scholae sed vitae

Vision
Adelaide High school is a dynamic community which is passionate about learning for life.

Wellbeing: We encourage the social, emotional, intellectual and physical development of all members of our community.
Respect, resilience and optimism help us flourish.

Learning: We nurture independent, creative and collaborative learners.
Curiosity and innovation motivate us to excel individually and collectively.

Culture: We celebrate diversity, promote intercultural understandings and connect with communities here and across the world.
We reflect on our past and learn in the present to shape our future.

Priorities
We are committed to:
1. Wellbeing: A safe and welcoming environment based upon mutual respect.
2. Learning: Engaging and challenging learning experiences through:
   • Reflective, innovative and contemporary practices
   • Varied curriculum and co-curricular offerings
   • Learning within and beyond the classroom
3. Culture: Developing compassionate, positive and contributing citizens.

Motto / Tagline
The school motto, Non scholae sed vitæ (Latin) - Not only for school but for life is known and used frequently by the school community, and is often found in speeches, letters, presentations, articles etc. It sums up the ethos of an education at Adelaide High School.
Message / Unique character of Adelaide High School

An education at Adelaide High School is not only for school but for life.

At Adelaide High School we cater for the whole student; their social, emotional, physical and intellectual development.

The school is a busy, vibrant place which offers varied curricular and co-curricular programs for a wide range of students including international students.

Adelaide High School is an internationally recognised school and is accredited by the Council of International Schools.

The school has a focus on innovation, international mindedness / global education, languages, citizenship and excellence.

Market Position

Adelaide High School is one of South Australia’s premier public schools with a considerable waiting list.

It is the only high school in the City of Adelaide and its zone encompasses the suburbs of Wayville, Ashford, Keswick, Mile End, Thebarton, North Adelaide, Prospect, Hackney, College Park, St Peters, Stepney and Maylands.

Competition State schools include Glenunga International High School (http://www.gihs.sa.edu.au), Marryatville High School (http://www.marryatvillehs.sa.edu.au/) and Norwood Morialta High School (http://www.nmhs.sa.edu.au/). The school is also competing for market share with private schools in the city.

Due to the Special Entry programs (Language, Cricket and Rowing), the Centre for Hearing Impaired and the Enter for Success program (Aboriginal students), students from across the metropolitan area can enroll in the school.

The school has a large international program with between 80 and 90 international students enrolling annually. Promotional materials must meet “Evidence of Compliance Checklist for CRICOS Guidelines”.

Target Market

Aspirational families.

International students.

Students of high intellectual potential.
Design Objectives and Scope of Work

Freshen, modernise the current branding to better represent the new Vision and foci of the school. Less emphasis on the ‘black strip’.

The design must be able to be used across a range of marketing materials, print and electronic publications, stationery, internal communication and documents, signage etc. See Appendix 1 for scope of current branding.

Design and provide electronic templates for stationery, internal publications and newsletter.

Redesign / lay out all publications with new branding as required. Content (text and imagery) will be supplied by AHS.

Update publications – generally on an annual basis – and reprint as required.

Evidence of sourcing various quotes is required.

Provide as-needed printing supervision, particularly review of printing proofs for each item.

NB The website will be outside the scope of this work.

Schedule

New / rebranding needs to be available for 2015 school year.

Design needs to spread immediately to stationery - letterhead, business cards, with comps slips, templates for internal documentation and newsletter.

Prospectus needs to be designed and printed for Open Night on April 1 2015.

Suite of all publications, signage etc to follow as time / funds / requirements permit. A schedule would be negotiated with the successful applicant.

Special Requirements

The design incorporate the DECD, CRICOS, Council of international Schools (CIS), IES and NEALS logos following the specified guidelines and style guides (DECD Communications Guide/DECD Style Guide/CRICOS/NEALS).

The school colours are essentially black and white but silver has been incorporated in the current branding.

The current font is Univers but DECD branding now uses Helvetica Neue LT Std or Calibri.

Copyright

Adelaide High School / DECD will retain copyright of the text, images and branding created or used in the development of the publications / branding.

Project Timeline

Project initiation phase will commence in early January 2015 with a view to having the new branding finalised by January 31, 2015.

Adelaide High School will then work with the successful applicant to develop a timeline/schedule for other deliverables – commencing initially with stationery and a new Prospectus (required for April 1, 2015).
Application Requirements

Information for applicants

To be considered for this role, interested applicants should provide information addressing the following items as part of their proposal for consideration:

- Have demonstrated experience in delivering comparable services
- Have demonstrated experience in working with a variety of print and other suppliers
- Demonstrate an ability and commitment to work collaboratively with a variety of personnel
- Provide examples of previous work (links to electronic material are acceptable)
- Provide information regarding costings (see Budget below)
- Indicate design software used.
- Confirm an ability to meet the initial project timelines
- Be flexible in terms of timing and be able to work on additional tasks if necessary.
- Applicants should specifically identify any actual or potential conflicts of interest ie currently working for other schools, in their proposal.
- Outline payment requirements
- Provide names and contact details of three referees.

Applicants must also meet the following criteria:

- Be a legal entity and state their ABN in the proposal
- Have a current DCSI Police Clearance or obtain a Police Clearance (organised through the school) prior to commencing work for the school.

Optional

Applicants may submit a branding design to support their proposal.

Budget

All proposals must include:

- Proposed costs to provide 2 designs for the rebranding.
- Hourly (or other) rates of those working on the project if the proposal is successful

NB AHS will supply all edited text and images for all publications when they require updating. Allow for one round of minor modifications on each publication.

Proposal Submission Guidelines

All proposals in response to this RFP are due no later than 5pm, Friday November 28, 2014. Proposals should be emailed to Julie Ralph ([julie.ralph@adelaidehs.sa.edu.au](mailto:julie.ralph@adelaidehs.sa.edu.au)) with Graphic Design RFP in the subject line.

Evaluation of proposals will be conducted from November 29, 2014. If additional information or discussions are needed with any applicant(s), the applicant(s) will be notified.

The selection decision for the winning applicant will be made no later than Friday, December 5 2014.
Proposal Evaluation Criteria

Adelaide High School will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, proposals should be complete and include all of the following criteria:

- Demonstrated Experience: Applicants will be evaluated on their experience as it pertains to the scope of the work required.
- Overall proposal suitability: Proposals must meet the scope and requirements included herein and be presented in a clear and organised manner.
- Previous work: Applicants will be evaluated on examples of their work as well as client testimonials and references.
- Value and cost: Applicants will be evaluated on the proposed costs based on the work to be performed in accordance with the scope of this project.
- Technical expertise and experience: Applicants must provide descriptions technical expertise and experience of staff working on this project.

Please email julie.ralph@adelaidehs.sa.edu.au should you have questions regarding any aspects of this Request for Proposal.
Appendix 1: Scope of Work

Work completed over the last 10 years has included – but was not limited to – the following:

<table>
<thead>
<tr>
<th>Publications</th>
<th>Date required?</th>
<th>Banners</th>
</tr>
</thead>
<tbody>
<tr>
<td>A4 Handbooks</td>
<td>Updated annually in June</td>
<td>Hall Banner</td>
</tr>
<tr>
<td>Curriculum Handbook</td>
<td></td>
<td>Flying Banners</td>
</tr>
<tr>
<td>Information Book</td>
<td>Updated annually in November</td>
<td>Pull Up Banner</td>
</tr>
<tr>
<td>Prospectus</td>
<td>Required by April 2015</td>
<td>Sporting Carnival Banner</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Z form banners</td>
</tr>
<tr>
<td>Signage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A Frame Welcome Signs</td>
<td>Required early 2015</td>
<td></td>
</tr>
<tr>
<td>Entry Maps</td>
<td>Required early 2015</td>
<td></td>
</tr>
<tr>
<td>Images of school maps</td>
<td>Required early 2015</td>
<td></td>
</tr>
<tr>
<td>A5 Brochures</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arts brochure</td>
<td>Updated possibly by Apr</td>
<td>Hall Banner</td>
</tr>
<tr>
<td>CHI Brochure</td>
<td>Updated possibly by Apr</td>
<td>Flying Banners</td>
</tr>
<tr>
<td>Cricket Brochure</td>
<td>Updated possibly by Apr</td>
<td>Pull Up Banner</td>
</tr>
<tr>
<td>LOTE Brochure</td>
<td>Updated possibly by Apr</td>
<td>Sporting Carnival Banner</td>
</tr>
<tr>
<td>Rowing Brochure</td>
<td>Updated possibly by Apr</td>
<td>Z form banners</td>
</tr>
<tr>
<td>Student Information Brochure</td>
<td>Updated annually in November</td>
<td></td>
</tr>
<tr>
<td>Uniform Brochure</td>
<td>Updated as required</td>
<td></td>
</tr>
<tr>
<td>Gift / Postcards</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contact details /website</td>
<td>Updated annually in November</td>
<td></td>
</tr>
<tr>
<td>Birthing Kit Card</td>
<td>Updated as required</td>
<td></td>
</tr>
<tr>
<td>Greeting Cards</td>
<td>Updated as required</td>
<td></td>
</tr>
<tr>
<td>Good news Postcard from AHS</td>
<td>Updated as required</td>
<td></td>
</tr>
<tr>
<td>Open Night Postcard</td>
<td>Updated annually in November</td>
<td></td>
</tr>
<tr>
<td>Bookmarks</td>
<td>Required by April 2015</td>
<td></td>
</tr>
</tbody>
</table>

| Stationery                 |                                                     |                                        |
| Business Cards             | Required for 2015                                   |                                        |
| Certificates               |                                                     |                                        |
| Envelopes                  |                                                     |                                        |
| Handbook Covers            |                                                     |                                        |
| Invitation Shells          |                                                     |                                        |
| Letterhead                 | Required for 2015                                   |                                        |
| Presentation Folders       |                                                     |                                        |
| Report Folders             |                                                     |                                        |
| Report Sheets              |                                                     |                                        |
| School Reference           |                                                     |                                        |
| - Scholae et Vitae Pres Folders| Will need updating in September 2015                 |
| - Scholae et Vitae paper   | Will need updating in September 2015                 |
| - Scholae et Vitae certificate| Will need updating in September 2015                 |
| Newsletter Shell           | Required early 2015                                 |                                        |
| With Compliments slips     | Required 2015                                       |                                        |
| Other                      |                                                     |                                        |
| Paper Carry Bags           |                                                     |                                        |
| Vision Statement Posters   | Required for April 2015                              |                                        |
| Visitors Pass              |                                                     |                                        |
| Open Night Ads for Advertiser| Required for March 2015                              |                                        |

Due to the re-Visioning much of the above will need to be updated during 2015. Many publications are updated annually whereas others are on a 2-3 year cycle.