

## Review of Current Brand Identity and Website Development for Fingal LEADER Partnership

**Introduction** Fingal LEADER Partnership is a Local Development Company committed to promoting social, economic, and environmental sustainability within Fingal and Rural Dublin. Funded by the European Union and the Irish Government, the Partnership focuses on empowering local communities, fostering innovation, and supporting rural development initiatives.

Our mission is to enhance the quality of life for residents by implementing strategies that encourage community engagement, economic growth, and sustainable practices. By collaborating with various stakeholders, we aim to create vibrant, resilient communities.

Considering our recently established three-year company strategy, we are undertaking a review of our current branding, marketing materials, and website design. We seek to engage a suitably qualified and experienced provider to deliver the following services:

- Review of Current Brand Identity
- Design of a suite of branded materials
- Design and development of a new website

### Scope of Work

#### 1. Review of Current Brand Identity

The selected tenderer will collaborate closely with our staff to:

- Facilitate staff engagement through one workshop and survey to reflect on our new vision, mission, and values, and consider the positioning of Fingal LEADER Partnership.
- Review the current brand identity to assess its effectiveness in conveying our mission and values.
- Provide a concise summary of findings from the engagement.
- Develop recommendations for updating the brand identity, including logo design, colour palette, typography, and visual style, with a redesign if necessary.

#### 2. Design of a Suite of Branded Materials

The successful tenderer will be responsible for designing a comprehensive suite of branded materials, including:

- A new 2–3-page Fingal LEADER Partnership strategy document.
- Email signatures, social media graphics and templates, and PowerPoint templates.
- Signage and promotional banners.
- Merchandise.

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- Report templates.
- Letterheads, business cards, agendas, and meeting notes templates.

### 3. Design and Development of a New Website

The selected tenderer will:

- Review the existing websites: [Fingal LEADER Partnership](#) and [Dublin Rural LEADER](#).
- Align the websites more closely while maintaining two separate pages. The redesign will primarily focus on the Fingal LEADER website, creating a new page while also updating the Rural Dublin LEADER page.
- Design and develop a modern, accessible, and user-friendly website that reflects our brand identity.
- Ensure that both websites are mobile-responsive, SEO-optimised, and compliant with accessibility standards.
- Implement a content management system (CMS) that allows specific staff members to easily update content.
- Provide training and user guide for staff to manage and maintain the website effectively.
- Offer ongoing technical support.
- Assist with content migration from the current site.

#### Deliverables

- A concise summary of findings from staff engagement.
- Recommendations for updating the brand identity.
- A new brand identity package (if redesign is undertaken) with all assets (logo files, fonts, etc.).
- A live and fully functional new website.
- Print-ready files and digital versions of all branded materials.

**Timeframe and Budget** We anticipate the project will commence in early September and conclude by 17th November 2025. A detailed project timeline and a comprehensive cost breakdown (including VAT) for all project elements should be included in the tender document.

**Submission Requirements** Interested parties should submit:

- A company profile and relevant experience of the proposed team.
- Proposed methodology and timeline.
- An itemised budget, including all costs (including VAT) associated with the project.

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- A Tax Clearance Certificate.
- Evidence of appropriate insurance coverage for the work being carried out.
- Examples of previous work.
- Contact details for at least two referees.

**Evaluation Criteria** Tenders will be assessed based on:

- Experience and Expertise in Branding and Design (30 points)
- Experience in the Sector (15 points)
- Proposed Methodology (30 points)
- Feasibility of the proposed budget and timelines (25 points)

**Submission Instructions** Please submit tenders electronically to [eharrington@fingalleaderpartnership.ie](mailto:eharrington@fingalleaderpartnership.ie) no later than 11th August at 5 PM. Late submissions will not be considered.

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Ár dTodhchaí  
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