

Leeds Nightline Rebrand

Deadline 12th of December at Noon

What the assignment is:

We want to rebrand Nightline, it's been a while and never done properly, but we want to open it up to the student population because we are student run and value the work of students across Leeds. This would be a great opportunity for the selected persons CV and or portfolio, we would be more than happy to provide a full reference for the successful applicante.

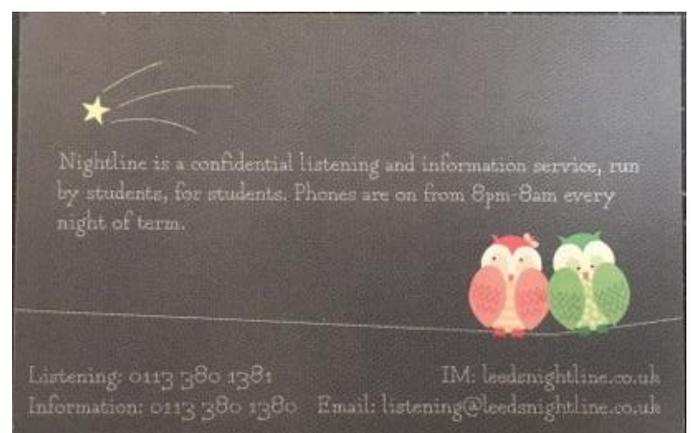
What we do:

Leeds Nightline offers anonymous, confidential, non-judgemental and non-directive listening for all Leeds-based students (about 90,000 students across nine higher education institutions). The idea is that whenever someone needs to talk and most the city is asleep, we're here (at least between 8pm and 8am). We do offer information if asked, but will never give advice or suggest what someone should do.

How we can be contacted:

- Listening line (0113 380 1381) and Information line (0113 380 1380) are both open from 8pm till 8am every night of University term
- Emails (listening@leedsnightline.co.uk) and instant messaging (<http://www.leedsnightline.co.uk/>)
- Instant messaging available 8pm to midnight every night of term
- To volunteer with us email training@leedsnightline.ac.uk or for any further information about the brief email publicity@leedsnightline.co.uk or external@leedsnightline.ac.uk

Our current branding:



See www.leedsnightline.co.uk for an idea of our current theme, in addition to the following



examples.

- Our brand currently doesn't reflect our society or how we'd like to be seen by the student population. Our largest problems are:
- It feels outdated, which isn't appealing. We need a fresher feel which fits better within branding aimed at students.
- It isn't eye catching, meaning that our message doesn't get to the audience it needs to
- It's currently too 'cutesy' – people don't take the services seriously which could exclude many potential callers
- It's inconsistent – we need a full brand identity which creates cohesion across all outputs so that students always know who we are and what we do
- We need a more professional look and feel so that students have confidence in our service

Your task if you are selected:

If you are selected, you'll need to do a full rebrand. This will include producing a new logo, colour ways, type choices and layouts for different outputs. You'll have to include all your work in a set of brand guidelines so that it can be used for years to come. Our main advertising is done through stickers, business cards, flyers and our website (all of which will need addressing if you win). Follow up from the initial project may include the occasional 'give it a go' poster, but nothing dramatically new or time-consuming. See below for specifications for content we will require in the project.

Logo

- Needs to be relatively simple as will be used on all of our material, so not too overpowering
- Bold and simple

Stickers:

- Roughly 10cm diameter, any shape
- Text needs to be viewable from the distance of a toilet seat
- It needs to be appealing for all genders - not too girly which is the issue with our current stickers
- Both numbers (Listening line 0113 380 1381, Information line 0113 380 1380)
- Our motto "When life gets complicated, we'll listen, not lecture"

Business card:

- Same content as stickers, just not as sticky
- Only difference is that they are double-sided, you can decide how the information should be distributed

What you need to send us:

We want to get an idea of how you would approach this problem. You can do this however best suits you – with mood boards, sketches or more developed digital work. As long as you get across your ideas, it's fine. See below for some examples of what could work

Things to consider:

- Nightline has always used blue as its primary colour – we'd like blue to still feature prominently in the new colour palette (we really don't want to have to buy a different coloured owl costume).
- Owl imagery is also really important to our brand – keep up some kind of owl imagery in the new brand (this can be more subtle than we currently have!)
- Make it feel relevant to a wide university audience – try to ensure callers won't feel excluded by having gendered branding

Here's some examples of branding from similar services for you to take inspiration from if you'd like!

Examples are from Cystic Fibrosis, NSPCC, Makaton, MQ: Transforming Mental Health, Charity:Water, The Samaritans, Alzheimer's Society, Race Against Dementia and various Nightlines



