

Request for Proposals: Brand Design and New Website – October 2025

Deadline for submission: 10am on Monday 27 October 2025

1. About this Opportunity

The Tudor Trust is at an exciting stage in its evolution. We are seeking a partner (or partners) to evolve our brand and create a new website that reflects our transformation - from a broad social justice funder to one focused on systemic change through a racial justice lens. Our brand and digital presence should embody this shift with clarity and dynamism.

We are seeking values-aligned partners, committed to racial justice, with experience of working with purpose-driven organisations. We are interested in hearing from organisations, collectives or individuals who have a passion for creating accessible, engaging brands and websites. Proposals may be for both projects (whether as one entity or in partnership with another), or for one of the projects - with us facilitating partnerships between those with complementary skills.

Equally important is how we work together. We work best alongside partner/s who thrive working in an emergent, collaborative way that allows space to explore, reflect, learn and adapt as thinking evolves. We recognise this differs from more traditional, fixed-scope agency models, so we're seeking partners who are comfortable embracing this approach. We balance this way of working with clear accountability and a commitment to delivering within agreed plans.

2. About The Tudor Trust

Tudor is a grant-making charity, founded in 1955, with a long-standing commitment to strengthening community groups, charities and grassroots initiatives. We recognise that philanthropy has traditionally held power in ways that reinforce injustice through its investments, programme priorities and funding choices.

In 2025, we undertook a transformative shift to address these imbalances and reshape every aspect of our work - from creating a more independent governance structure to rethinking how we use our resources and refining our operational systems, policies and practices.

Our new [Change We Seek](#) strategy sets out our vision for 'a world as it should be': one that moves away from scarcity towards a just and equitable future. At its heart is a mission to work alongside communities and centre racial justice through systems change. We believe racial justice provides the foundation for building systems that work more fairly for everyone and that also hold social, economic and environmental justice at their core. In April 2025, we made our first set of grants under this new strategy through an invitation-only funding round, supporting

communities most impacted by racism and discrimination. We continue with this approach in our next funding round in 2026.

3. Project Context & Objectives

We launched our *Change We Seek* strategy with refreshed messaging across our website and social channels (LinkedIn and BlueSky). However, our brand, visual identity and website design were not updated substantially at that time, and so still reflect our past rather than our present.

We now need a brand and digital presence that:

- **Visually reflects** our bold, human, clear, dynamic and hopeful tone of voice.
- **Demonstrates transparency** by sharing strategy, stories and learning with openness.
- **Connects with key stakeholders** including our primary audiences of current and future grant partners, funders and civil society committed to racial justice, as well as the wider sector and the media.
- **Centres accessibility and inclusivity** for all users.
- **Inspires and engages** the third sector and other funders to learn from our approach.

Our partner/s will work with an experienced team at Tudor with time dedicated to delivering this project. The team will coordinate internal consultation and sign-off from Tudor's CEO, and bring expertise in branding, content creation and web development.

4. Scope of Work

We are seeking one or more partners (organisations, collectives or individuals) with the skills to deliver either one or both of the two connected projects:

- a) **Brand evolution** - strengthening our overall visual identity and redesigning our logo.
- b) **New website** - creating a clear, engaging and accessible site for our audiences.

Proposals may be for both projects (whether as one entity or in partnership with another), or for one project - with us facilitating partnerships between those with complementary skills.

a) Brand Evolution (approx. 20% of effort)

Requirements

The brand should be effective across all communications channels. To achieve this, our partner will:

- Evolve Tudor's brand to strengthen the overall look and feel of our visual identity, including a new logo with consideration of the design, font and colour.
- Ensure the brand translates digitally on the website and on our social channels.
- Ensure compliance with accessibility standards.
- Develop comprehensive brand guidelines (covering fonts, colour palette and imagery [graphics, images and photography style]) for both digital and print use.
- Create key templates for frequently used digital and print (e.g. digital [email / social media] and print [letterhead / annual report]).
- Work closely with the core Tudor team and facilitate a staff workshop to embed the new visual identity.
- Support smooth technical implementation of the refreshed visual identity with our IT supplier.

b) New Website (approx. 80% of effort)

Tudor's new website should be dynamic, clear, accessible and engaging for our audiences, with the refreshed visual identity applied consistently throughout.

We have already done some initial thinking on content priorities, functionality and design, which has shaped the strategic and technical requirements set out below. In agreeing the final brief for the new website, it will be important to build on this and further interrogate these ideas and the requirements.

Strategic Requirements

The website should support our long-term goals and sustainability by meeting the following requirements:

- Flexible platform that can evolve with our needs and learning.
- Clear information architecture to structure and present content effectively.
- Intuitive, accessible interface with a strong visual design.
- Content-sharing tools to make it easier to distribute and promote our work.
- User testing and smooth launch to ensure a positive user experience.
- Staff training to enable confident in-house management of the site post-launch.
- Recommendations for ongoing technical support and ethical/carbon-neutral hosting options.

Technical Requirements

The website should meet the following minimum technical requirements to ensure it is secure, user-friendly and future proof:

- Self-editable CMS with admin control, customisable templates and with security risks mitigated.
- Content publishing tools to support blogs, videos and podcasts and to maximise content dissemination.
- Consideration of where content can be presented dynamically (e.g. infographic or maps).
- API-first architecture to ensure data can be securely shared and integrated with other systems (e.g. cross-posting on social media or contact form connected to CMS).
- Privacy-first analytics to provide site usage insights without tracking individuals or using invasive cookies.
- Performance optimised so the site works smoothly even on slower internet connections.

Content

The Tudor team will be responsible for generating copy and producing other content such as videos or podcasts.

5. Required Expertise

We are seeking partner/s who can demonstrate:

- Proven experience working with purpose-driven organisations, movements or charities on racial and social justice issues.
- Collaborative approach, able to work alongside us in a spirit of learning and co-creation.
- For those with brand expertise - design expertise that translates into clear, practical guidelines for use online and offline.
- For those with website development expertise - skills covering intuitive information architecture, strong user experience, accessibility and engaging design. Technical capability to ensure reliability, with options for ongoing support and hosting solutions.

We would also value partners who bring:

- Curiosity and ethics in their approach, exploring new ideas and sustainable technology.
- Experience challenging web conventions in the charity sector.
- Awareness of decolonial design practices.

6. Our Values & Working Approach

Justice, Equity, Diversity, Inclusion and Belonging (JEDIB) are at the heart of Tudor. These principles shape our behaviours - bravery, compassion, creativity, curiosity, humility and integrity - and guide how we work with partners.

We value and celebrate diversity and are committed to working with partners who share this commitment. We welcome proposals from people of all backgrounds and from teams that reflect the diversity of the communities we serve. We also expect our partners to uphold fair labour practices and equitable compensation.

At Tudor, we aim to build relationships rooted in collaboration, reflection and shared learning. We know this can differ from more traditional, fixed-scope agency approaches, so it matters to us that our partners enjoy working in this flexible, iterative way. Equally, we value clear communication and mutual accountability, and so it will be important to agree a plan with our partner/s to make sure the project stays on track and delivers what's needed.

We seek a partner who can work with us virtually but also in person at our London offices when required.

7. Project Timing & Budget

a) Timing

Tudor's work brings urgency to strengthening our brand and communications, but we also recognise the need for patience to ensure the brand and website meets our expectations. Our aim is to go live by **May 2026** or sooner, with planning and exploration beginning in **December 2025**.

We expect these early phases to involve co-creating plans, setting deliverables and agreeing detailed briefs for both projects. This would lead into the shorter brand development phase, with the longer website development phase beginning in parallel at the appropriate stage.

We invite you to propose your own suggested timing and phases - whether aligned with or differing from the outline above.

b) Budget

Tudor has not set a budget range for this project. Please include an **indicative budget** in your proposal either for both projects (brand evolution and new website) or for one project.

We ask for a **transparent budget breakdown**, including:

- Day rates for all team members, with estimated days per phase.

For **website proposals** please also provide:

- Indicative estimates for ongoing third-party costs (i.e. licences).
- Indicative costs for post-launch support options.
- Indicative costs for hosting, if possible.
- (Please note any web content creation costs should be excluded, as this will be managed separately by Tudor).

8. Proposal Requirements

We encourage concise proposals, structured against the requirements below:

- a) **Values-alignment** - how your interests and experience connect with our work and values (section 1 and section 6).
- b) **Working approach** - how your methodology enables collaboration and iterative development (section 1 and section 6).
- c) **Expertise** - how your skills (section 5) enable delivery of the scope of work (section 4).
- d) **Relevant work** - up to 3 examples that demonstrate alignment with this brief - this can be examples of how you worked with an organisation, as well as what you delivered.
- e) **Timing** - proposed phases of work and timing schedule (section 7a).
- f) **Budget** - indicative costs with a transparent breakdown (section 7b).
- g) **Team** - roles of those involved, with short biographies in an appendix.

We welcome proposals in any of the following formats: written/PDF (up to 5 pages), video or audio recording (max 10 minutes) or PowerPoint presentation (up to 10 slides).

9. Submission Timing & Process

The deadline for proposals is **10am on Monday 27 October**.

Please email proposals to resources@tudortrust.org.uk

For **any questions** contact Nina Kowalska at resources@tudortrust.org.uk

If your proposal is taken forward for consideration, the anticipated timings will be:

- **w/c 3 November** – 1st-stage discussion of the proposal online
- **w/c 10 November** – 2nd-stage meeting in person at Tudor's offices in London
- **w/c 1 December** – Ideal kick-off date