

Exeter Science Park Image Design Brief

Background The Exeter Science Park Company, <http://www.exetersciencepark.co.uk/> was formed 10th May 2010 after a number of years researching and planning. Civil engineering work will start on the site later in 2010 and first occupancies are planned for 2011. Stakeholders in the venture include Devon County Council, East Devon District Council, Exeter City Council, The Meteorological Office, The South West Regional Development Agency and The University of Exeter including the Peninsula College of Medicine and Dentistry, PCMD. The Science Park will serve growing companies seeking to work with the “knowledge base” represented by the Meteorological Office, The University and PCMD and which may come from Devon, elsewhere in the UK or from abroad.

This brief is for a logo and derivatives such as signage for Exeter Science Park.

Context There are some 60 or so science parks in the UK currently: http://www.ukspa.org.uk/science_parks/ of which Tamar Science Park in Plymouth and the recently approved S-Park in Bristol are local examples. The University of Exeter has a well-established innovation/ business incubation centre: <http://www.spaceforsuccess.co.uk/index.html>. Local business parks such as the planned Sky Park – which will be of similar size to, and in a location close to, Exeter Science Park – will not be direct competitors but will influence rents which can be charged. Such business parks have the potential to be perceived as competitors.

Objectives The image of the Exeter Science Park logo should:

- Strengthen its positioning as a place where the local science knowledge base can contribute to tremendous commercial growth;
- Be easily used by stakeholders as part of their marketing communications and where a number of diverse designs already exist;
- Be suitable for print and electronic media but the corporate design will run through buildings, signage and ancillary equipment wherever possible.

Creative Direction The areas of knowledge which will be at the heart of the Science Park marketing will be taken from: climate change, systems biology, health & medicine, functional materials, photonics and agri-food. Design proposals are unlikely to address these individual areas per se but target decision-makers and influencers will work with science and new technology and will receive marketing messages with a high degree of objectivity.

Project Management The goal is to have a marketing manual of the corporate design elements (logo, letter head, business cards, slides, signage) approved by stakeholders and issued by 1st Sep.:

- 18 June final design brief available to interested parties;
- 5 July 17:00 first submissions received by Exeter Science Park electronically or by post;
- 9 July short-listed agencies notified;

Intellectual Property all copyright in the designs provided by the successful organisation shall be assigned in full to the Exeter Science Park Company on payment of the invoice in full.

Budget: The budget for this work is to a maximum of £5,000.

For further information contact: Michelle Hale, Science Park Project Co-ordinator, m.hale@exeter.ac.uk, 01392 722227 or Gerry Shattock, Business Development Manager G.D.Shattock@exeter.ac.uk, 01392 722226.