



UNIVERSITY
of HULL

Request Reference: 3136

FOI Request dated 16/04/2024

Request –

- *I would like to submit an FOI request regarding the University's recent rebrand.*
- *I would like to find out how much the University spent in total on the rebrand, and any information available surrounding the tender process including which companies/organisations were involved, value and length of contracts where publicly available.*

Response

Evolving identity and brand is a major undertaking for any university and has been a major project for our University. It is critical to our strategic ambition to grow and build our reputation for academic and research excellence.

The identity and brand work, by its very nature touches every part of the University, therefore we have had a significant engagement programme to support its development and a rolling programme for its implementation. New assets and content will be created as part of our planned schedule of work, and we estimate it will take around 36 months to fully implement. The majority of this implementation work will continue to be managed by our in-house team.

A significant amount of preparation was undertaken before developing the identity and brand, including market research among internal and external stakeholders. For this FOI request we have provided information about the creative development of the rebrand.

The most important criteria in selecting the agency we chose was experience of evolving brands for the Higher Education Sector, as well as other sectors, and the ability to demonstrate the impact of the work they had done. Given the scale, requirements and investment for this project, we felt experience of working with universities as a client was the key criterion.

The initial business case for this work was approved by the University's Continuous Improvement Board and contains multiple procurement activities. Procurement activities undertaken were in-line with University Procurement Policy to ensure that value for money is achieved and involved both competitive processes and tender waivers to select the right suppliers. Governance of this project sits across that Board and our Capital Investment Committee.

The University appointed PUSH Collective (PUSH) as a specialist within the criteria referenced above, in March 2023 until April 2024. PUSH have significant experience both in and outside the Higher Education sector, having worked with universities as well as global brands. They demonstrated an innovative

approach, and impact. In addition, the Managing Director of PUSH Collective is a Professor of Brand, and so brought with him a deep understanding of the culture of universities and unique challenges they face, as well as an academic perspective, which was important to ensure the brand resonated with internal as well as external audiences.

The creation of the new brand, comprising of a new visual and verbal identity for the University, was less than £200k, inclusive of VAT. Please note that due to contractual reasons the commercially sensitive nature of this FOI and the naming of the supplier, we are not able to disclose the exact cost.

The programme of work associated with this project is a substantial investment for the University and demonstrates the importance of the project and the role it will play in supporting our ambition for growing our student population and reputation for academic and research excellence.

Please note that we regularly publish opportunities on our Proactis Portal and welcome interest from local businesses. If you would like to be notified of opportunities, please register on the below [supplier network link](#).