

Request for Proposal

Brand Refresh (Phase I) and Website Update (Phase II) for The Dulverton Trust

Issued: 27/05/2026

Deadline for proposals: 26/06/2026

Project completion: 01/11/2026

1. About The Dulverton Trust

The Dulverton Trust is an independent grant-making charity. We support UK charities with a national reach tackling a range of social issues, protecting the natural world, and preserving heritage crafts.

2. Purpose of this RFP

We are seeking proposals for two related but separable workstreams:

- i. **Workstream A: Brand refresh.** A refresh of our visual identity and the production of a full suite of brand assets and guidelines.
- ii. **Workstream B: Website update.** A redesign and rebuild of our website to improve usability, accessibility, content structure, and aesthetic alignment with the refreshed brand.

Suppliers may apply for one or both workstreams. We welcome proposals from individual agencies covering both, from specialist suppliers bidding for a single workstream and from collaborations of suppliers proposing to work together. Suppliers should make clear in their proposal which workstream(s) they are bidding for.

3. Motivation

The Dulverton Trust is a well-established organisation with a long history, but we are not stagnant. We are open-minded and embed feedback loops to keep learning and embedding best practise into our grant making. We pride ourselves of being a relational funder: rigorous in our processes but warm and approachable with how we engage with the people and organisations we fund.

We want our brand and website to reflect this identity more clearly- better representing who we are, what we stand for and how we work with our grant partners.

We recently held an internal team workshop to audit our current brand and website. The headlines from that work are:

Our current brand:

- Our logo needs a refresh
- We want to keep our main colour blue but build out a fuller, complimentary colour palette around it
- Typography needs work
- Imagery needs a clear approach. We are interested in using photography for our grantees (with permission) and exploring unique icons and patterns to distinguish our focus areas
- We want to articulate a clear set of values that comes through in our voice and brand identity

Our current website:

- The current website is functional but doesn't reflect who we are or our relational approach
- Information structure needs rethinking
- Accessibility needs to improve
- The team needs significantly more control over the back-end so we can edit content, format pages, and update assets without developer support

4. Workstream A: Brand refresh

Objectives

- Refresh our visual identity so it reflects who we are and what we stand for
- Help us articulate our values and feed that into the brand refresh
- Work with the team to produce brand guidelines

Deliverables

- Brand identity – including logo, colour palette, typography, imagery approach, iconography
- Suite of assets – including templates for an annual report, slide deck, headed paper, board papers, email signature, LinkedIn assets (cover image, visuals)
- Brand guidelines for the team and for grantees

5. Workstream B: Website update

Objectives

- Work closely with the team to redesign and rebuild the Dulverton Trust website so it reflects our refreshed brand identity
- Make the site more usable and accessible for the people who need it – particularly potential applicants, grantees and sector peers
- Give the team meaningful, ongoing control over content and layout in the chosen CMS. Whilst we prefer industry-standard, open-source platforms, proposal including a bespoke/proprietary CMS must clearly justify its benefit and outline the process for migrating away should we change agencies in the future.
- Integrate cleanly with our existing tools (Salesforce, Cognito, Zapier)

Deliverables

- A fully built, tested website deployed to our hosting environment
- Analytics configured and passed on to the team
- Recorded handover meeting and testing period for the team to practise editing the website themselves
- A clear support / ticketing process for ongoing support

6. How we want to work with suppliers

- Have a collaborative and iterative process
- Alignment on process, timelines and decision points
- Comfortable with working with a small internal team and engaging with our Trustees if needed

7. Timeline

We are working towards completion by the end of 2026. The dates below are indicative, and we are open to suppliers proposing a refined schedule.

Project stage	Target date
RFP issued	27/05/2026
Deadline for proposals	26/06/2026
Shortlisting and supplier interviews	03/07/2026
Supplier(s) appointed	17/07/2026
Branding workstream complete	01/09/2026
Website workstream completed and launched	01/11/2026

8. Budget

We have not set a fixed budget for this work and would like suppliers to propose a budget that reflects their recommended approach. Proposals should include:

- A clear breakdown of costs by phases, including number of iterations available
- Any third-party costs (e.g. licensing, hosting)
- Optional or recommend add-ons clearly identified and priced separately

Where suppliers are bidding for both workstreams, please present budget for each workstream separately as well as any combined-engagement saving.

9. What to include in your proposal

Please structure your proposal under the following headings. We are interested in clarity and substance over volume – please send no more than 10 A4 pages.

1. A short introduction of your organisation, including team size, relevant experience/portfolio and website
2. A clear statement of which workstream(s) you're bidding for
3. Your proposed approach for the workstream(s) with a brief outline of what you think isn't working and what changes you'd propose
4. Your proposed team with roles, brief biographies, and percentage of time each will spend on the project
5. A proposed project plan and timeline
6. Two or three case studies of comparable work
7. Two referees we can contact
8. Detailed pricing as set out in the section above
9. Anything else you think is relevant to your bid

10. How to submit

Please send your proposal via email to our Grants Manager, Rhea Patel: r.patel@dulverton.org
Clarification questions can be sent to the same email address.

11. Terms and Conditions

The Dulverton Trust is not bound to accept any proposal received and reserves the right to choose not to award the contract. Costs incurred in preparing proposals are the responsibility of the bidder. All information shared as part of this RFP process should be treated as confidential. The successful supplier(s) will be required to enter into a written contract with the Dulverton Trust which will include intellectual property arrangements, ownership rights over final branding material and website.

