

# Rock Pools

## Branding and website brief

June 2026

### What we need

We require branding and a website for 'Rock Pools', a new public arts engagement programme that's being co-created with and for the people of Hartlepool. This branding will announce the new programme and be an initial, interim brand identity intended to be used for c12 months. (Please note that in following year there will be a separate brief for a full brand identity will be developed with Hartlepool communities; this document only covers the initial design.)

We need the following assets for Rock Pools:

- Logo
- Simple style and branding guide (minimum requirements for colours and type guide)
- Pop up banners (designed, ready for print)
- Simple website consisting of a brief overview of the programme (more details below) consisting of 4-5 pages:
  - All copy will be provided by Rock Pools
  - Please note there are minimal photographs available at this stage, so design may need to rely on alternate graphics
- Email x5 new email address at the new domain (linked to Office 365 via Northern School of Art)
- Social media
  - Templates for posts for Facebook, Instagram, Whatsapp and YouTube (minimum 3 examples per platform)
  - Headers for all social media
- Print (designed, ready for print)
  - A5 postcard – Rock Pools announcement with CTA (sign up to mailing list, follow on socials) and contact details
  - Template for poster for community events (A4 and A3) (minimum 3 examples)
- Programme overview brochure - PDF expected to be c12 pages. All copy will be provided in advance

The branding should:

- Be highly accessible – in particular, suitable for people with a lower level of literacy
- Be targeted towards people who are not currently or frequently engaged in arts, creative or cultural activities
- Encourage people of all ages and backgrounds living in Hartlepool to participate and shape the programme
- Be fun, joyful and inviting
- Offer the opportunity to be part of, and experience, high quality artistic experience on your doorstep.

Website:

This is a possible layout and content for the Rock Pools website likely to include:

1. Home page (1 page)
  - a. Brief introduction to Rock Pools
  - b. Social media feeds
2. About (1 page)
  - a. Introduction to Rock Pools programme, including aims
  - b. Partners (including Consortium members and funders)
  - c. Introduction to Rock Pools staff team
  - d. Download Programme overview brochure
3. Programme (1 page)
  - a. Introduction to the programme, including:
    - i. Ward
    - ii. 'Small Ships' programme
    - iii. Artist skills development
  - b. Events calendar and links to booking (hosted separately via GoodCRM) (optional 2<sup>nd</sup> page)
4. Contact page (1 page) including:
  - a. integration to mailing list sign up (linked to our CRM (GoodCRM))
  - b. Repeat links to social media

All copy will be provided in advance. Images will also be provided, but please note that the number of images is limited, as the programme has not yet started.

A new domain will need to be agreed and obtained; it will be hosted by Northern School of Art for Rock Pools. (Please note that new emails will also be set up to align with new Rock Pools domain. Please note that these will need to be linked to Northern School of Art system, with support the NSOA IT team.)

## **About Rock Pools**

Rock Pools is a new community-led programme, launching publicly August 2026, which is part of Arts Council England's [Creative People and Places](#). With c£1m funding (April 2026 – March 2029), the programme aims to work with 87,000 participants/audiences and 480 artists/freelancers in Hartlepool over the next three years.

Rock Pools is governed by a consortium consisting of: The Northern School of Art, Tees Valley Music Service, Thirteen, Thrive, and Hartlepool Sport.

Centring on co-creation, Hartlepool's communities will set the priorities with community panels commissioning work. Working distinctively in each of Hartlepool's 12 wards rotating every 6 months, engagement will start in June 2026 in Rural West, Seaton and Victoria wards, building to a town-wide festival in 2028/9.

## **Who we want to work with**

We are keen to hear from an individual or organisation who has experience creating excellent, thoughtful branding, digital assets and print that's suitable and accessible for communities.

We will give preference to freelancers based in Tees Valley, so tell us where you're based in your statement, if that is applicable.

## **Timeline**

Monday 6<sup>th</sup> July 2026, 10am – Deadline for Expressions of Interest to be submitted

Wednesday 8<sup>th</sup> July – interviews/initial meetings (TBC)

Wednesday 12<sup>th</sup> August – branding finalised/website launch

## **Budget**

Our maximum budget for this work is £7,000 inclusive of any VAT and expenses (excluding website hosting and print costs).

## **Access**

Please let us know if you have any access requirements or require any additional support to apply for this role. If you have any questions or have access requirements, please email Christine at: [rockpools@northernart.ac.uk](mailto:rockpools@northernart.ac.uk)

## Application

If you are interested in this opportunity, please send your Expression of Interest including:

- a short statement about why you are interested in this brief (max 1 A4 page written or 3 min video),
- a portfolio or examples of your work, including for digital and print marketing (digital versions only),
- your quote for the work.

by **10am, Monday 6<sup>th</sup> July 2026** to [rockpools@northernart.ac.uk](mailto:rockpools@northernart.ac.uk)

We will notify all applicants if they have been shortlisted by 13<sup>th</sup> July.

If you have any questions, please contact Christine at: [rockpools@northernart.ac.uk](mailto:rockpools@northernart.ac.uk)