

Real Immersive  
Visual Identity Brief

## About Real Ideas

From supporting young people to find work and develop skills to helping start-ups and enterprises thrive, we work to solve problems and create positive and lasting social change. Established in 2007, we've supported thousands of individuals, communities, organisations, and projects to think differently and make a difference.

Made up of five business units – Real Immersive, Real Art Making Print, Real Pathways, Real Nature and Neighbourhoods and Badge Nation – Real Ideas works dynamically across a broad range of areas to deliver meaningful impact to people, place and planet.

[www.realideas.org](http://www.realideas.org)

## About Real Immersive

Part of the Real Ideas group, Real Immersive works to inspire, educate, and empower individuals and communities through innovative immersive technologies. We believe cutting-edge technologies have the power to transform the way we learn, work, and interact with each other, and the rapidly changing world around us.

From breathing new life into heritage spaces with state-of-the-art specialist facilities, delivering education, support, and access to networks to building communities and partnerships, and creating globally recognised content, we aim to make immersive technologies accessible to all. We are committed to using technology for good to create real positive social change – the ‘Real Ideas’ in Real Immersive.

The next chapter for Real Ideas will see the identities of the five business units that sit within the wider group grow, developing recognisable brands for each that complement the different themes of work and speak directly to audiences, whilst retaining a clear link to the Real Ideas parent group.

## Visual identity

To support us to develop a brand for Real Immersive, we are seeking a designer to work with us to create a new visual identity for the unit.

The visual identity for Real Immersive should reflect the organisation's commitment to positive social purpose and passion for innovative immersive technologies.

It should be bold, dynamic, and playful, while also being approachable and inclusive. It's important to us that our visual language doesn't follow traditional expectations of the 'tech' sector e.g., black/white and heavily masculine. The brand identity should communicate the idea of transformation, connection, and engagement.

We like colour and bold typography. The logo should be simple, yet memorable and easily recognizable, and could incorporate an icon element that represents the concept of immersion, such as a sphere or a circle to represent the Market Hall dome.

As part of the wider Real Ideas group, the visual identity for Real Immersive must incorporate the existing 'REAL' from the Real Ideas brand, in the brand pink. This element will be consistent across all Real Ideas business units, to create cohesion and unity across the group identities. Please refer to the attached document titled 'Real\_Ideas\_brand\_guidelines\_2023' and the brand bible for further information.

As custodians of the Market Hall in Devonport, the visual identity for Real Immersive must complement and work cohesively with the existing branding for the building. Please refer to the assets attached for further information.

## Deliverables

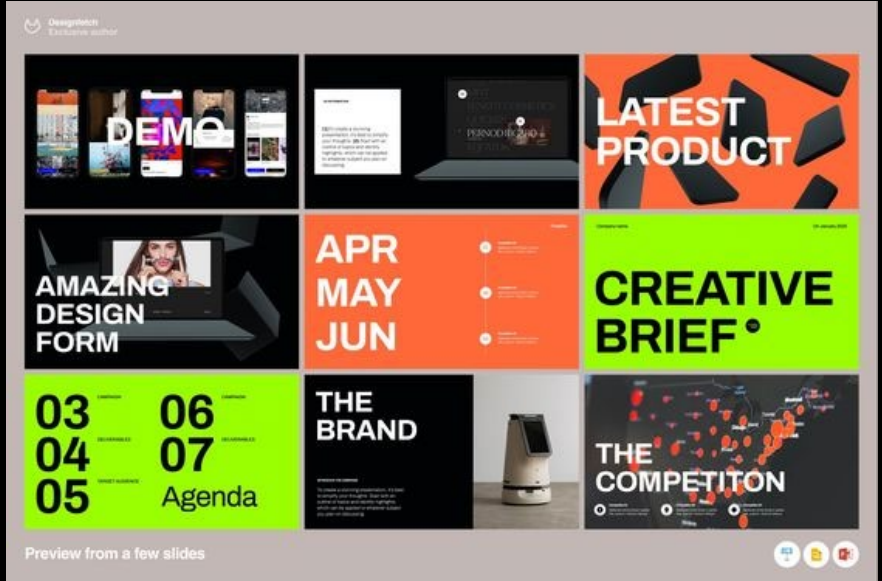
A suite of assets, including primary and secondary logos, to be used across web, social media and print and core brand guidelines.

## Timeline

- Deadline for proposals – 22.05.23 (midnight)
- Feedback – 23.05.23 – 24.05.23
- Work commences – 25.05.23
- Mid review point – 08.06.23
- Final delivery of assets – 19.06.23

## Creative direction

The following slides are some examples of visual styles and elements of colour, typography and design that we like -



Bold type and use of colour

REAL  
IDEAS







Playful type and use of colour

REAL  
IDEAS



## We Are Creative UK

Same values. Same vision.  
Same united voice.



# REMIX



Eye-catching icons and type

REAL  
IDEAS

## Proposals

Please submit proposals via email to [immersive@realideas.org](mailto:immersive@realideas.org) by the 22.05.23 (midnight).

Please include:

- A short proposal outlining your creative direction, with initial sketch design/s, and how you will approach the commission brief (maximum 600 words). We are not expecting to see final designs at this stage
- Short info about yourself/your design team (maximum one side of A4).
- Up to 5 jpeg (max 1MB each) images of relevant previous work attached to the email and / or provide up to 5 URL links to websites showing specific examples of works
- Draft budget. Please note that if successful a detailed and itemised budget will be required
- Phone and email contact details