

## Branding Brief

# Levels Festival Brand design and publicity

Revoluton Arts are inviting tenders to quote and submit proposals for undertaking work to create the overall branding design and publicity for a new music festival call Levels Festival.

## Background Information

Revoluton Arts is one of 21 national Creative People and Places (CPP) programmes funded through Arts Council England to enable more people to engage with and be inspired by the arts. One of the many projects Revoluton Arts is involved in developing in Luton is a new music festival called Levels Festival. The Festival is being delivered in collaboration with music venues and promoters based in Luton.

## About Levels Festival

The ambition is to establish a new annual music Festival for the town. The plan for the first year of the festival is to hold it across 4 town centre based venues, with one ticket that will allow movement between each of the venues. It will be a three day festival with music covering a wide variety of music genres to appeal to Luton's diverse population.

The festival will feature high profile headliners, upcoming artists and local performers. There is an ambition to have small outdoor performance spaces and food stalls along the route.

The hope is for the festival to grow year on year and as such the infrastructure of the festival may change. This means that the branding should be a design that would work not just for an urban multi venue festival, but also for an outdoor park space. Alternatively, it could be a strong design around the name with suggestions of how design elements could change to incorporate any future changes to the event.

## Design examples

These are examples of some designs we like to give an idea of the type of thing we would like to achieve.



## Work Required

### Design the Festival name logo

The festival name design needs to have wide appeal and not be associated with one specific genre of music. The design should work well across a variety of promotional materials including clothing designs t-shirts etc.

### Create design elements and branding guidelines

Produce a branding document that outlines the overall look and feel of the festival brand and how it should be incorporated across all the festival publicity. The document should identify a colour scheme, the type of imagery, fonts and design elements, along with guidance for their use.

### Design the publicity for the festival

- Poster: 6 sheet / A3 / A4 / A1
- Landscape banner
- Flyer: A4 or A3 2 fold – poster on one side – info / line-up / route on other
- Adverts: portrait and landscape option
- A basic info website with ability to edit content through a CMS such as wordpress. Info pages / image gallery / news or blog section / booking page with links to external booking sites (booking system not required) / sign up form.

### Specifics

- Name logo in colour and mono options
- Brand design elements
- Provide any fonts and images files used for the designs
- Website with a CMS system. Revoluton Arts to have full admin controls to make any future updates to the site. Hosting through Revoluton Arts current provider.

### Artwork

- EPS and JPEG
- Original Artwork files in layers
- **The copyright – All designs and images to be signed over to Luton's CPP project. Luton's CPP project reserves the right to adjust design elements in its future use of the output templates.**

### Deadline

#### Key milestones

- Branding design sign off 15 July
- Sign of all publicity design templates and website design is the 30 July

### Tender

- Provide three examples of similar branding/design projects you have produced
- Outline a plan for the delivery of each of the required elements
- Include a quote with a breakdown of costings for branding and each of the individual publicity requirements
- **Deadline for tender:** please submit your tender to Angela@revolutonarts.com by midnight on 26<sup>th</sup> June

- If you have any queries regarding the work please contact Angela Rivers on [Angela@revolutonarts.com](mailto:Angela@revolutonarts.com) or call 01582 878112 / John Fischer on [john@darkparty.co.uk](mailto:john@darkparty.co.uk)
- Shortlisted candidates will contacted for further discussions 30 June & 1 July
- Designer/agency to be appointed by 1 July