

This is a cordial British Invitation to the ...

WORLD'S CHOIRS

To compete at the

LLANGOLLEN INTERNATIONAL
MUSICAL EISTEDEDFOD, WALES

June 11th to 15th, 1947 (FIVE DAYS)

A festival contributing, through the making of music
together, to international amity and understanding.

ADVANCE ANNOUNCEMENT

DETAILS OVERLEAF



Opportunity to Tender: Organisational Re-Brand

Llangollen International Musical Eisteddford is seeking an exceptional designer / design agency to undertake a full re-brand and creation of a new visual identity. The project will take place between mid-September – end October 2022 and will coincide with the unveiling of a new business plan in autumn 2022.

Founded in 1947 by a group of residents from Llangollen, NE Wales, the Eisteddfod represented a completely unique innovation; inviting amateur performers from across the globe to gather in friendly competition in a stunning setting which today boasts a number of UNESCO World Heritage sites. Over 75 years the event, now a registered charity, has continued to flourish and remain true to its original purpose of using the arts to bring different peoples together in a spirit of peace and friendship.

More recently, the Eisteddfod has been nominated for the Nobel Peace Prize and hosted performers including Luciano Pavarotti, Shirley Bassey, Gregory Porter, Catrin Finch and the Manic Street Preachers. Each year, over six days, the festival attracts talented amateur choirs and dance groups from across the world which are complemented by outstanding Welsh and international professional artists, as well as more informal performances and workshops on the field site. We are a bi-lingual organisation and proud to be one of the largest cultural events in Wales. It is important that any design work reflects this.

As we enter the next phase of our existence, with a new business plan and a refined vision for the future, we need to develop a new visual identity. This must clearly communicate our heritage and tell the story of our role as a modern, forward-thinking international arts festival. We are innovative and want to stand out from our competitors. We will need to retain the loyalty of our core supporters, while reaching out to as yet untapped audiences. One of our biggest challenges is representing visually *who* we are and the many different aspects of *what* we do.

Deliverables:

- New brand identity which can work alongside distinct yearly festival 'themes'
- A brand guidelines document to be used by all staff and volunteers
- Brand assets which can be used across all visual and communication channels
- New or refreshed logo, fonts and a set/s of organisational colour palettes

How to apply

To tender for this project, please submit the following by email to Camilla King (Executive Producer): recruitment@llangollen.net

- A written response to the brief
- Examples of relevant work
- Client testimonials
- Fee breakdown/proposal

The dead line for receipt of applications is 5pm on 08 September 2022



Cyngor Celfyddydau Cymru
Arts Council of Wales

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