B-SIDE FESTIVAL 2024 DESIGN BRIEF

We are looking to work with a designer to create a visual identity for this years b-side festival.

DEADLINE FOR PROPOSALS: 24 MARCH 2024

BUDGET £2500 (INC VAT)

TIME FRAME: APRIL - SEPT 2024

ABOUT B-SIDE

b-side is an internationally recognised and locally loved arts organisation that both embodies and enriches its place of origin - the Isle of Portland in Dorset.

 We work with our local communities and commission artists to make new site responsive work. We invite artists, residents, and researchers to create unique and inventive projects inspired by the themes of 'people' and 'place'. We host big discussions on topics that affect us both locally and globally and create art that exists in unusual and unexpected places.

Alongside a year-round programme of events and projects, we produce the b-side festival, which brings new, unique art to local audiences and visitors alike, sharing incredible stories about and with the Isle of Portland, as well as the rest of the world.

 b-side is run by a collaborative team of artists, producers and curators with experience in visual arts, live art, performance, social practice, heritage, environment and arts education. B-side is part of the Arts Council National Portfolio.

B-SIDE FESTIVAL 2024 - CONTEXT

[Common Lands](#) is the over-arching theme for our programme of work - regarding Portland as a microcosm to explore our relationship to and with land.

Over the last 2 years the focus has been the on heritage and environment elements of Common Lands. this culminated in This Land b-side festival 2023.

We are now exploring a different aspect of Common Lands - identity, people and migration - all our stories of migration, from around the corner to across the world. The project and this years Festival is called [Who Do We Think We Are?](#)
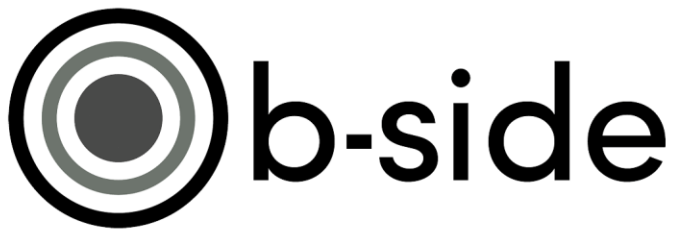
b-side

THE BRIEF

We are inviting designers to create an identity for this years b-side festival 'Who Do We Think We Are?

b-side has a distinct and recognisable brand (see branding guidelines pdf). We are looking for proposals that offer a distinct visual difference between this years festival and last year's (b-side This Land festival 2023) and to utilise b-side's distinct brand creatively and give Who Do We Think We Are? it's own personality and feel.

The design will be used to create the following outputs:

- Adverts

- Website header/gif for the Festival Programme page

- Printed Festival programme which is distributed prior to and at the festival

- Festival fliers/posters

- Festival social media platforms

The selected designer will work with b-side Communications & Audience Development lead Sandy Kirkby, who will be the main contact for this piece of work.

TIMELINE

This is a rough timescale, exact dates to be agreed:

- Adverts - start in April and will run until Sept (various formats and dimensions)

- Website header and launch social media assets - ready for Festival programme launch in June 2024

- Fliers/Posters - distributed July 2024

- Festival Programme - Design June, print July, distributed in August 2024
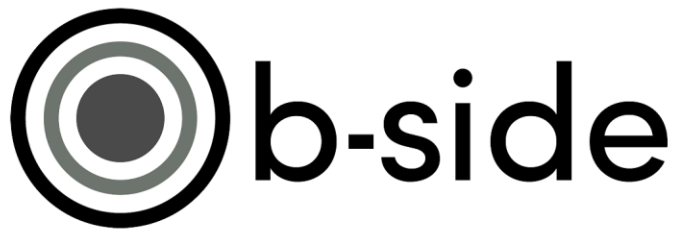
HOW TO APPLY

Please send:

- **Your CV**

- **Design portfolio (pdf or link to your website)**

- **Initial ideas for this brief**

Email the above to sandy@b-side.org.uk by 24 March 2024.

If you need further information – I'm happy to chat about the brief on zoom or over the phone.