



Background

The Traverse Theatre is known throughout the country, and beyond, as Scotland's new writing theatre. We seek to share compelling stories for and from the world we live in, for audiences everywhere, creating a reason to come together, reconnect, rebuild, challenge preconceptions, open up new worlds, and ultimately, entertain.

You can read more about our brand values by downloading [this document](#) (PDF).

During August we hold a unique position as the heart of the Edinburgh Festival Fringe's theatre offering, with a curated programme of the most exciting, socially relevant and entertaining work running in both of our main spaces – Traverse 1 (284) and Traverse 2 (100), as well as online. Many of these productions are brand new and make their world premieres on our stages, before hopefully going on to tours or becoming future classics.

In 2021 we ran a reduced Festival programme, with social distancing in place in our auditoriums. This year, we will be presenting at least 10 shows daily to full capacity audiences, and we are incredibly excited to be back to full power!

Our TravFest branding, which is created new each year, is used across a range of deliverables, including online, in print and around our building. We aim for it to lend excitement, openness, accessibility and attractiveness across our properties, and to reflect the energy and dynamism of the work on our stages, as well as feeling friendly and approachable to those who are not habitual theatregoers, or who might not have visited the Traverse before.

Application and pitch process

At this initial stage, we are looking for UK based designers who are interested in collaborating with us on this project to provide us with their relevant portfolio, a note on their experience, and insight on why would like to work on the TravFest22 branding project in particular.

From these applications we will select a number of designers to present us with a pitch using scamps, visual references, moodboards, etc, which are indicative of the approach they would take to the TravFest22 brand identity, and have a detailed conversation with our Head of Brand and Audience and Head of Business Development, in order that we can select the designer who we feel will best fit the brief and organisation. The selected designer will receive a more detailed brief with specific information about this year's Festival programme.

Designers selected to pitch will receive a £100 pitch preparation payment.

Deliverables

Brochure front cover (A5)
Brand posters in varying sizes (custom, A3, A0, 6 sheet)
Website homepage banner
Email headers
Social images
Video cards
Eticket graphic
In building vinyls and floor decals

Dimensions provided later in the design process

Design specs

- Traverse look and feel is bright, accessible, clean, bold and engaging
- The designs shouldn't require any knowledge of theatre to understand Each asset should include the TravFest22 brand name
- Designs should feel modern, be visually attractive and uncrowded
- Designs should feel consistent across deliverables, but optimised for each space
- Designs should be easily legible, particularly for those who might be red-green colourblind
- Designs should be suitable for future animation to create dynamic wraps for digital content

Budget

Concept and green assets:
£700 (exc. £100 pitch payment) – must include any illustration costs

Yellow assets designs will be costed separately, once quantities and placements have been mutually agreed

Timeline (TBC)

Application deadline: Thu 28 Apr
Designers selected: Fri 29 Apr
Pitch presentations: Fri 6 May
Brochure front cover deadline: Mon 23 May
Green asset deadline: Tue 24 May
Yellow asset deadline: TBC

Previous TravFest branding examples can be found at

https://issuu.com/traverse_theatre/docs/festival-19-web (2019)

https://issuu.com/traverse_theatre/docs/festival-web_1ed6a0bfe49cf4 (2018)

https://issuu.com/traverse_theatre/docs/festival-web (2017)

https://issuu.com/traverse_theatre/docs/traverse_festival-2016-final-web (2016)

2021 (no print or overall brand assets):

