

Graphic designer needed - Printed materials for Lauderdale House 2019

We are looking for a flexible freelance designer to work with us on a:

1. Design review of all our printed materials in the light of new brand guidelines, which will include:
 - a. A5 fliers and related A4/A3 posters for performances, talks and classes (arts, heritage and education)
 - b. Promotional folded A5 fliers for wedding/party and funeral hire
 - c. Room Guides providing information about the history of the galleries
 - d. Editable A4 templates for wedding and party information packs
2. and then, ongoing regular design support for fliers, posters, banners and adverts throughout the year as per the schedule at the end of this document.

We are seeking to establish a long-term relationship with a graphic designer. Please note that we are a charity with comparatively small budgets!

If you would like to tender please send us the following by 9am on 18 February:

- your quote for the Design Review and ongoing support for 12 months, including a breakdown of costs
- details of your approach and any initial ideas/thoughts
- why you are suitable and examples of your work
- your timeline for the Design Review

If you have any questions please do not hesitate to contact Helen Dalton, our Marketing Manager on hdalton@lauderdale.org.uk or 020 8348 8716.

We anticipate that we will invite our shortlist to meet with us on Thursday 21 or Friday 22 February and aim to have made a decision by 1 March, with the work on the design review to start in March.

Background

Lauderdale House is a historic 1582 house brought to life today as an arts and education centre. It is situated in Waterlow Park, Highgate, North London. The majority of our users, visitors and audiences come from across north London with a particular focus on Highgate, Crouch End, Muswell Hill, Finchley, Barnet and Archway.

People also visit us from across London and beyond to (a) see particular performers e.g. some of our jazz artists are national and international names, (b) see exhibitions by friends (c) attend social functions (weddings, etc) (d) to visit Highgate Cemetery and/or as part of walking groups

Our creative cultural programme is varied and includes jazz and classical concerts, theatre productions, heritage activities, exhibitions, children's events and art classes.

We also hire out our galleries for a variety of events including weddings, parties, funerals, concerts, classes and exhibitions.

Alongside the programme running in the House itself we have an extensive outreach programme offering a variety of creative learning opportunities to engage local communities (particularly those living on nearby estates), young people and members of the public.

We cater to an extremely wide range of users, so our design work needs to appeal to a wide range of demographics and needs. Approximately one third of our visitors are over 65, and one third families and children. It also needs to meet accessibility concerns, in particular suitability for older users who may struggle to read fine print.

We have just had a new visual brand created by a digital agency, who have also built us a new website. We therefore have extensive brand guidelines as well as a new logo which will need to be used by our new designer.

We are looking for someone who can take these guidelines and come up with an overall scheme for our printed materials, using the brand in a creative and exciting way that reflects our broad range of activities, services and demographics. This should complement the design work already implemented on the website, however we are keen to see ideas for how the brand could be used in new and creative ways.

You can see our new branding guidelines [here](#)

You can see our new website [here](#)

1. Design Review

The Design Review will involve revisiting all our printed materials and creating a vision and strategy to implement the new design across all our print.

The aim is to create a consistent yet creative and inventive approach to using the new brand colours and designs in our print materials, mapping out different design approaches for different kinds of print e.g. a children's / family brochure will look different to a brochure for our heritage weekend and both will look different to the jazz brochure and the wedding brochure, but there will still be a coherence across them in terms of style and brand.

Please see print schedule at the end of this document for an idea of the range of print we need to produce throughout the year, and the audiences.

A lot of our print relates to performances and other creative and heritage events, so we receive new content throughout the year. This means that we would not expect all the print design to be implemented in this initial project – instead it would be a case of planning out the print designs (and potentially making templates for these) ready for when content is available later in the year. E.g. we have 2 seasons of jazz each year but do not yet have content for the April to June season so will provide information on dates, times, prices and number of gigs together with the amount of copy but not the actual photos and copy.

Part of the initial design review would also be to create template formats which can be easily updated in house eg monthly free concerts which need a change of just the date and time; Room guides which we need to be able to change easily as we learn more about the House and what people want to know. Our private hire info packs also need to be updated with new content frequently. Please make recommendations of how you would approach this to allow us to edit content within templates taking into account that we have limited design skills in house. We currently use the online tool Canva for some in-house design work, but would be open to hearing about other options which would allow us to update small details on some of the print. We would require a solution that could be implemented by a variety of people – from our Marketing Manager to volunteers!

2. Ongoing print design work

After our overarching print design strategy has been agreed, we will need the designer to implement this throughout the year. We often need work to be turned around quickly as content for print can be provided to us last minute!

As described in the Schedule there are a number of types of print:

- fliers and posters which will require the designer to rework for each season e.g. jazz and family events
- print which requires small changes e.g. new pictures, different dates, etc e.g. wedding flier

Lauderdale House Print Schedule

Please note that there may be some additional design work required depending on what projects we are working on! The below schedule gives an overview of the print we would need created across the year. Our print can be roughly split into three main areas covering events, private hire and general print.

Event print

Our event print is used to let our users know what is coming up at the house – classes, shows and activities that the public can either book tickets for or come to for free. This is generally aimed at local audiences who may already know the house and have an idea of what takes place here, however we also want to reach out to new audiences and engage them with our programme. Print needs to both encourage people to book tickets and act as a reminder of dates for our regular recurring events.

We generally produce an A5 flier for each type of event, often accompanied by an A4 flier and sometimes also a large pvc banner that can be attached outside the house.

Event	Notes	Demographics
Jazz	Two seasons a year	Jazz lovers, largely local but Londonwide for bigger names, mostly over 65. We would like to broaden the appeal to younger jazz lovers, including students.
Children's events	Two or three fliers a year	Local parents, very few concessions.
Summer season	Outdoors theatre and free outdoor concerts – one flier a year	'Cultural' locals willing to pay to come and see open-air theatre PLUS a wide range of local people who might like free music (including families). This season is intended to encourage engagement from a wide group of people.
Summer raffle	Once a year	Locals, including people who know the house well

Photo competition	Once a year	Amateur and professional photographers from across London.
Lunchtime concerts	Requires regular date changes throughout the year	Locals who can pop in for a short, free concert during the day – often elderly people but can also be parents with very young children. Would be nice to appeal to local freelancers/ workers/ people who work from home.
Art courses and life drawing	Requires term date updates 3 times a year	Largely people who have retired who want to do something creative and are free during the day. Relatively informal learning. Often repeat bookers who just use the flier as a reminder of term dates/times but we would like expand the attenders so need to catch the eye .
Heritage weekend	once a year	We host talks and tours and a local heritage fair which attracts most attention from over 65's but we are keen to attract a broader range of younger people who are curious about London's history. The second day is a family day with free activities attended largely by the regular family audience but offers scope to attract families who might usually be intimidated by the formal appearance of the House and price.

Examples of past event print (some using our old branding, some using the new branding) can be seen [here](#)

Private hire print

Individuals and companies can hire out rooms at Lauderdale House to host their own events. This includes weddings, parties, celebrations, funerals, business meetings and away days, classes and workshops, exhibition spaces and concert hire. We need to create several one-off designs for fliers promoting hire of the building. Content for these should not change much although prices will need to be periodically updated:

- A5 folded weddings brochure
- A5 folded funerals brochure
- A5 generic private hire brochure

We also create a flier promoting our regular wedding open days which take place twice a year. This is in many ways akin to the events print above and would need the date updating twice a year.

Examples of past private hire print can be seen [here](#)

General Print

We need to create generic print about what we do which can both be used to engage the general public and educate them about the house as well as making our case to potential funders. This would include:

- A generic Lauderdale House flier (probably A5) reflecting the whole scope of what we do
- Fundraising flier (probably A5)
- Annual report – a multi-page brochure showcasing our work and news from the year

Examples of our past annual reports can be seen [here](#)

In addition, we need new templates to be created for our Room Guides – these are A4 booklets giving details of the historic elements in each room, which need be designed so that they can be updated/adapted by the team internally. The trial guides which were designed by a board member can be seen [here](#)

At present there are 3 but we intend to combine the Upper Gallery and Long Gallery guide to refer to the whole of the first floor. You will see they are in large font and this is a deliberate choice for accessibility reasons. We need:

- a front page for each guide
- a number of template pages to accommodate 4 different options relating to the amount of copy and illustration/photos required
- plans of each floor showing the key features – the basic plan from our website can be used
- a design for a timeline

Lauderdale
House

