

Design: Visual Identity Brief

Deadline for submission: 24 November 2024

1. Overview

UCL seeks a designer to create a visual identity, signage and digital assets for the fifth iteration of Trellis, an art exhibition and associated participatory events programme happening in March 2025 at UCL Marshgate, Stratford.

Trellis brings together UCL researchers, artists and east London communities to exchange knowledge and co-create high quality and impactful artworks. This year's exhibition will feature the artwork of five collaborative partnerships and is the first Trellis exhibition at UCL Marshgate. We want it to be a flagship moment for the gallery programming, showcasing the powerful and transformative work initiated at UCL.

The designer will create a range of physical design assets, such as banners, signage and information panels, as well as digital assets for marketing use. We want Trellis to have a strong, distinctive and engaging visual identity that helps bring together the broad themes the artworks tackle and encourages our target audiences to visit the exhibition and events.

The designer will work with the Trellis team from December 2024 until the end of the exhibition in April 2025. We anticipate the bulk of the work will take place between December and launch of the exhibition in mid-March.

2. Design brief

We are keen to work with an east London-based designer, who understands our local communities and the wider arts and culture landscape. As part of our ongoing work to improve the inclusivity and accessibility of our work, we encourage applications from those who are underrepresented in the sector and at UCL including, but not exclusive to, disabled, D/deaf and neurodivergent people, LGBTQ+ people, people from Black, Asian and Ethnic Minority backgrounds.

We are particularly interested in designers who are interested in responding creatively to how we could communicate both the variety of subject areas explored by the projects, and the way in which the collaborations between artists, researcher and communities have been built.

Visual identity

We anticipate continued use of the Trellis logo but would like to see the visual identity of the exhibition developed. We want Trellis to have a strong, distinctive and engaging identity that:

- Attracts our target audiences into the UCL East Marshgate building and draws them upstairs to the exhibition on the first floor.
- Helps convey and bring together the broad themes of the Trellis projects and the way in which the collaborations between artists, researcher and communities have been built.
- Invites spirited conversation and the exchange of ideas.

Thus, it should celebrate the diverse communities of people living, working and studying in east London, particularly the boroughs where projects are taking place: Newham, Waltham Forest, Hackney and Tower Hamlets. We want to be friendly and approachable but come across as bold and not afraid of disruptive thinking. We want to encourage dialogue and exchange, while being respectful and mindful of cultural and other differences. All designs should be clear, simple and accessible.

The Marshgate building is very new, large, and architecturally bold. We are keen for the design to use aspects of the building, such as the atrium space, first floor balconies and windows, to help people find their way to and around the first-floor galleries. The design should be eye-catching enough to stand out in the impressive space. As this is the largest exhibition we have run in the building to date, we would be keen to hear ideas from the designer on aspects of the design, such as the wayfinding, that could be adapted for future exhibitions.

Where appropriate, the assets created will need to align with UCL's branding. This includes correct use of the UCL logo and fonts. However, in other areas, such as the colour scheme, the design need only be sympathetic to the UCL brand.

Design Assets

The designer will work with the Cultural and Community Engagement team and freelance Communications Consultant to create a range of new physical and digital assets. These may include, but not be limited to the assets listed in the 'Additional Information' section below.

The designer will have access to stories, ideas, and documentation that have come from the five project teams' collaborations so far.

Examples of previous Trellis design assets can be found in the 'Additional Information' section below.

Key dates

Midnight, 24 Nov 2024: Deadline for responses to brief.

By 5 Dec 2024: Appointment of Comms Consultant and Designer.

Dec 2024 – Jan 2025: Development of design concept.

Mid Jan 2025: Confirmation of exhibition curatorial narrative and the artworks to be exhibited.

Feb 2025: Events programme confirmed.

Jan – Feb 2025: Physical and digital design asset production

14 Mar 2025 – 13 Apr 2025: Exhibition and events programme runs.

Late Apr 2025: Wash-up meeting.

The fee is expected to cover approximately 14 day's work between Dec 2024 and Apr 2025. Specific working arrangements will be agreed upon appointment, but the designer will be expected to attend regular meetings with the Trellis team during this period.

Key contacts

Mel Davies: Community Engagement Manager, UCL East – Trellis project manager and main contact.

Rachael Harlow: Freelance Trellis Curator.

Matilda Blackwell: Exhibitions Manager, UCL East.

Jane Bolger: UCL East comms lead – will oversee use of UCL Branding.

Freelance Communications Consultant (currently being recruited).

Budget

We have a budget of £10K in total. We anticipate this will be split into:

- A £5K designer fee, including all taxes and expenses associated with delivery of the services.
- £5K for printing and production costs, including VAT.

However, there is some flexibility in this split.

3. To respond

Please reply to this brief to public.art@ucl.ac.uk by midnight, 24 November 2024 with an initial response including:

- A proposal outlining how you will approach the project.
 - This should include your approach to developing a design concept and production of the design assets, a few initial ideas and a suggested timeline.
- A budget based on your proposal.
- A short outline of why you'd like to be involved in the project, and examples of previous relevant work.

Please ensure your proposal is no longer than 500 words. Shortlisted applicants may be invited to an informal interview with the Trellis Project Manager and Trellis Curator during the w/c 2 Dec 2024.

If you have any questions please email Mel Davies melanie.j.davies@ucl.ac.uk or book a time for a short meeting via [Microsoft Bookings](#).

4. Background

UCL East, Community Engagement and Public Art

[UCL East](#) is the biggest development in UCL's nearly 200-year history. Our East campus on Queen Elizabeth Olympic Park offers exciting new multidisciplinary degrees focussed on tackling the biggest challenges facing people and our planet. Our buildings have been conceived to be accessible, sustainable and open to the public, with exhibitions, public art and flexible spaces providing opportunities for public engagement.

The UCL East Cultural and Community Engagement team has been building relationships with east London communities, celebrating local creative talent and supporting our researchers to co-deliver projects since 2013. We aim to build a culture of engaged research at UCL that values equitable collaboration and the creation of mutual benefit.

Trellis

[Trellis](#) is a flagship project for the Cultural and Community Engagement team, funded by the EPSRC and Foundation for Future London. Now in its sixth year, it brings together UCL researchers, artists and east London communities over a 12-month long period to exchange knowledge around themes important to east Londoners, create work and bring about positive change.

Trellis 5 features five collaborative partnerships. Since June 2024 the participating artists and researchers have been working with diverse local communities to explore themes including housing insecurity, palliative care, and neurodivergency, and produce high-quality and impactful artworks. The programme will culminate in an exhibition and events programme, which will showcase each

team’s work and give an insight into the collaborative processes they have undertaken. The exhibition will take place at UCL East Marshgate, making it the first Trellis exhibition to take place on the UCL East campus. The events will be interactive and engaging, further exploring and giving context to areas of the research or community interest.

A curatorial narrative, which helps to tell the stories of the five commissions, will be developed in the next two months. Further information about the Trellis 5 collaborative partnerships can be found [on the UCL East website](#).

Priority audiences

We hope to attract the following audiences, listed in order of priority, to the Trellis exhibition and events:

1. Individuals living, working or studying in east London with an interest in art and culture and/or the subject matter (especially those who are new to engaging with UCL).
2. East London community organisations with links to UCL or East Bank and/or interests that intersect with the subject matter or arts more broadly
3. Arts organisations with a focus on socially engaged practice.
4. Visitors to Queen Elizabeth Olympic Park.

Further links:

- [Announcement of the Trellis 5 collaborative partnerships](#).
- [More information about the Trellis programme and previous projects](#).
- [A playlist of films made about Trellis over the years](#), including [a film capturing the atmosphere of the Trellis 3 exhibition](#).
- [UCL East Engagement Instagram account](#), which includes Trellis content.
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5. Additional information

Design assets list

| Needed | Location |
|--|---|
| Trellis intro sign (vinyl and/or display board) | Exhibition entrance |
| Window vinyl signs | First floor external windows |
| Wayfinding e.g. arrows, banners or signs | Atrium, first floor galleries, lifts, balconies and/or stairs |
| 5X Interpretation panels (one for each artwork) | By each artwork, in first floor galleries |
| Flyers/posters for print | For use in Reception and nearby venues |
| Digital poster | For use on screens in Marshgate building |
| Queen Elizabeth Olympic Park advertising and signage (TBC what is possible, but may include a short animated film for use on the stadium screen and/or lamppost flags) | Queen Elizabeth Olympic Park outdoor locations |
| Digital assets e.g. a lead image/graphic, in square and banner format | UCL website, emails and e-listings |
| Social media content highlighting the exhibition, artworks and events | UCL East Engagement Instagram and X accounts |

Photos of UCL Marshgate

First floor gallery spaces, where the Trellis exhibition will be located:



Atrium



External images



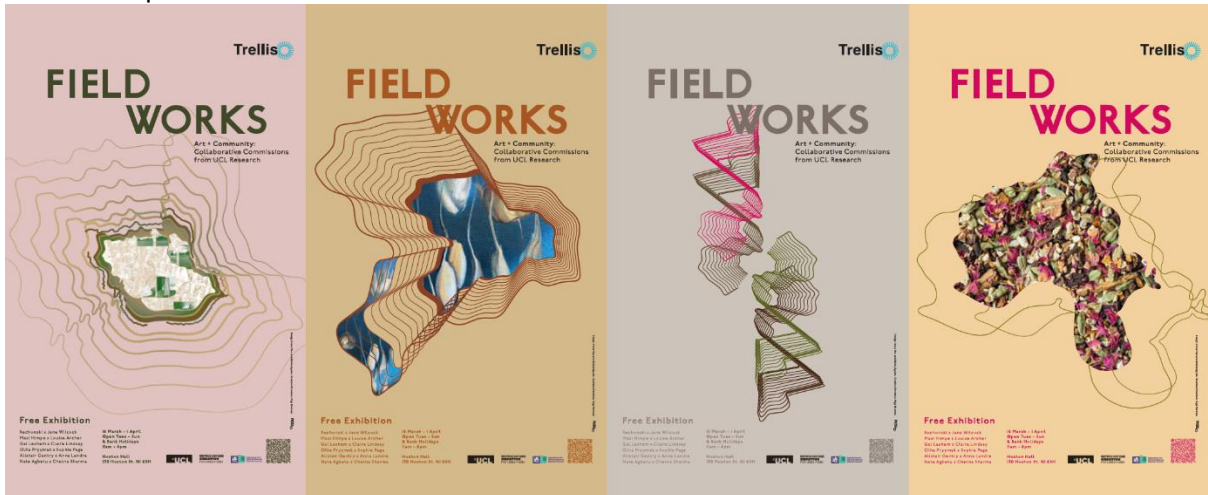
Previous Trellis design assets

The following assets were created by Pocko for Trellis 4:

Website banner

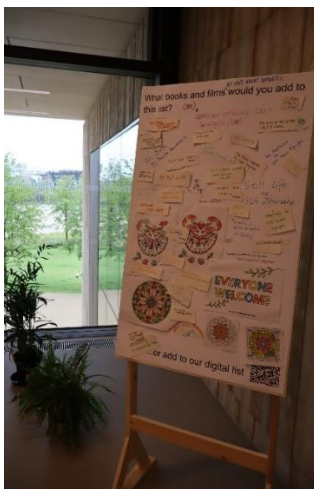


Posters for print



Exhibition 3D design assets

We have access to the following structures, which the designer may use to display the exhibition interpretation and/or wayfinding signage:

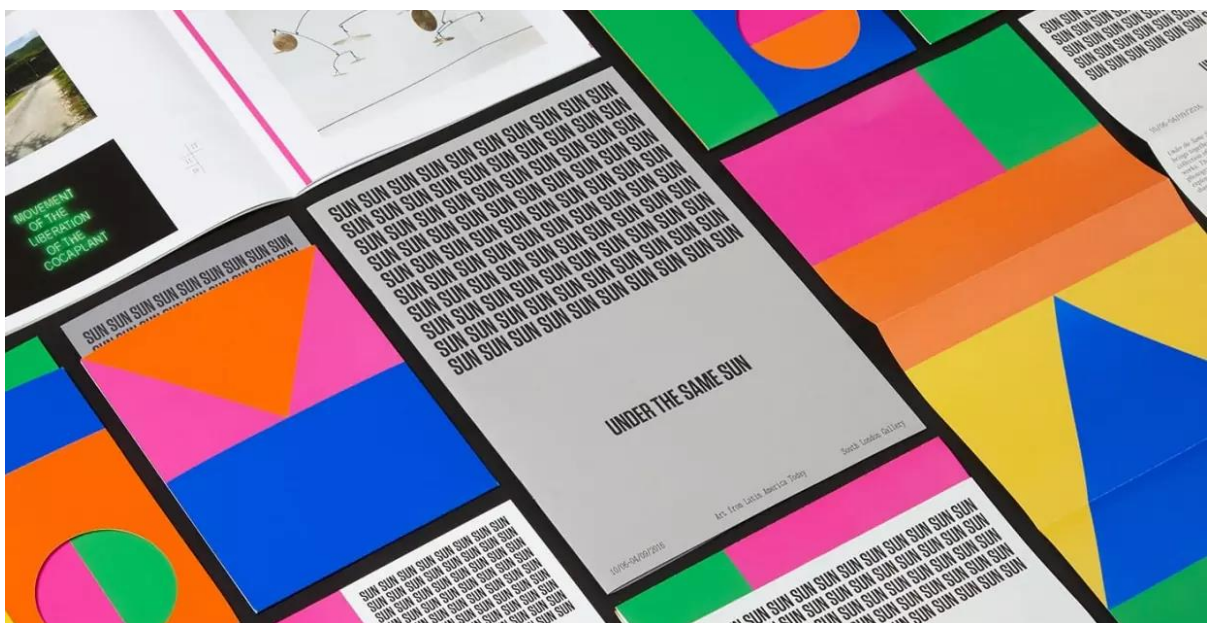




Reference design images

Below are some examples we like of:

- Bold and colourful design, that speaks to east London themes and communities.
- Design that invites conversation and the exchange of ideas.
- Eye-catching signage.
- Accessible design.





OKRM – South London Gallery



Mark El-khatib - MK Gallery Rebrand



Local Projects – Zero exhibition at Guggenheim Museum Bilbao