

Live Theatre Season Guide Print Design Tender November 2017

Design Tender

Live Theatre, Newcastle would like to commission a designer for its Season Guide print produced twice annually.

It seeks a new and distinct design identity and solution going forward. It is open to different formats and layouts other than the traditional brochure previously produced.

Live Theatre has recently completed a new website www.live.org.uk which reflects its offer of presenting world class plays, and offering artistic development opportunities in a clean fresh, image led design.

Season Print

This piece of print is normally sent to Live Theatre's core and regular attenders by post, and is available in Live Theatre's building and distributed around the region. It should be attractive to pick up, and useful to refer to.

As a new writing theatre, many of Live Theatre's play are new productions and are not an instantly recognisable brand, so have historically needed text to explain and sell the work.

Historically it has been a A5, full colour printed brochure, of between 28 and 36 pages completed by January and July covering its 6 month season ahead. The current seasonal brochure can be seen here https://issuu.com/newcastlelivetheatre/docs/live_theatre_season_brochure_jun-de.

Essential features the piece of print should include are:

1. New striking and attractive cover identity, identifiable and distinctive each season.
2. Clear and image led presentation of Live Theatre plays, visiting theatre, and events
3. Presentation of Live Theatre events workshops and engagement opportunities
4. Clear and easy to use What's On calendar
5. Pages that present information for visitors and corporate information about Live Theatre and its supporters.
6. Accessible
7. Post-able and each to display in storage racks

Content

In a 6 month period Live Theatre usually presents the following included in its seasonal print.

- 4 Main Theatre Productions (4-6 weeks each)
- 1 festival with up to 8 events (7-10 days)
- 4 pieces of visiting theatre (one night to 1 week each)
- 8 gigs (one night each)
- 2 plays on tour elsewhere
- Education and artist development workshops (up to 3)

The main aims of the print are:

- Income generation

The brochure is one of the key tools income for Live Theatre to generate ticket sales, it is sent to current audiences, but should be appealing for new audiences to pick up. The brochure was cited as reason to book by 56% of bookers asked through box office and accounts for 26% revenue through Box Office.

- Engagement

Highlight ways audiences can get further involved in Live Theatre's wider offer of events, workshops and, young people and artists development opportunities, as well as its catering offer.

- Advocacy

Increase awareness and support for Live Theatre and its wider offer including donations and referral business for our creative enterprises.

- Accessibility

The brochure should be clear and accessible and comply to RNIB standards in terms on clear and accessible font, avoiding unnecessary use of block capitals and serif fonts. <https://www.abilitynet.org.uk/quality/documents/StandardofAccessibility.pdf>

About Live Theatre:

Live Theatre has an international reputation as a new writing theatre. As well as producing and presenting new plays, it seeks out and nurtures creative talent.

In 2016 its play *Harriet Martineau Dreams of Dancing* was chosen by BBC Radio 4 *Front Row* listeners as one of the best regional theatre productions of the year, and *Iris* was one of *The Guardian* readers' Best Stage Shows.

"One of the most fertile crucibles of new writing" **The Guardian**

A high proportion of Live Theatre's work regularly tours to other venues across the UK and internationally, including to Broadway and the Melbourne Festival. *Our Ladies of Perpetual Succour*, written by Lee Hall and co-produced with National Theatre of Scotland, won an Olivier Award for Best New Comedy and completed a West End run earlier this year.

Live Theatre's work with young people was recognised with an Outstanding Contribution Award at the North East Youth Work Awards and awarded Investors in Children status for its child-led approach. It has the largest free drama education and participation programme in the region.

"Live Theatre is British Theatre's best kept secret. [It] has supported generation after generation of new writers, actors and theatre artists." **Lee Hall, Playwright**

Located on Newcastle upon Tyne's Quayside, theatre is based in a carefully restored complex of five Grade II listed buildings, combining state-of-the-art facilities in a unique historical setting with a flexible and welcoming theatre space, studio, rehearsal room and writers' rooms.

Live Theatre draws on a broad portfolio of income streams and is recognised as a national leader in developing new strategies for increasing income and assets. These include The Schoolhouse, a hub for creative businesses; Live Garden, a beautiful outdoor performance space; Live Tales, a centre for children and young people's creative writing; and Live Works, a commercial office building which has won architectural awards from RIBA and the Civic Trust. Live Theatre receives a percentage of the income from award-winning gastro pub The Broad Chare and from Head of Steam, Quayside.

"Additional intelligent capital spending on projects yielding new, long-term revenues would involve construction and would guarantee additional economic activity. Look at the new restaurants in London's Southbank Centre or the gastro-pub in which Newcastle's Live Theatre is a partner. These are shrewd

investments whose revenues help secure the future of the institutions they support.” - Peter Bazalgette, former Chair of ACE, in The Financial Times

Live Theatre is funded by Arts Council England as a National Portfolio Organisation, and receives financial support from Newcastle City Council through the Newcastle Culture Investment Fund managed by the Community Foundation, and from other trusts and foundations, corporate partners and Friends.

Vision:

Live Theatre will contribute to:

- A creative and just society
- A population full of aspiration with a thirst for learning
- New ways of growing and sustaining the creative and cultural sector
- Increased graduate retention, creating more SMEs, a stronger economy

Mission:

- Champion new writers by producing and presenting new plays
- Use theatre to unlock the potential of young people
- Find, nurture and train creative talent
- Lead and demonstrate fresh thinking to sustainability and growth

Live Theatre would like to be perceived in the marketplace as:

- Creating plays of world class quality from its base in Newcastle upon Tyne performed regionally, nationally and internationally
- Light-Footed (agile/quick to react to and embrace new opportunities)
- Embedded (deeply rooted in our North East community)
- Work of regional and universal relevance

Brand

Live Theatre's new website has a new clear, image led design, which should be reflected whilst translating this into an accessible print format.

Live Theatre is the hero brand, although there are additional brands for its social enterprises as outlined in the accompanying style sheet.

Expressions of interest, please send:

- Some visual concepts and designs for the new print including a cover image and sample production layout.
- Details on the size and specification suggested
- Estimated cost for design per edition
- Your day rate

Expressions of interest to be sent to cait@live.org.uk by 9am, **Monday 27 November 2017**

Shortlisted companies may be invited to their proposal at Live Theatre, Newcastle or by skype.

We anticipate working with the chosen company on the first brochure in December 2017/ January 2018 and on an ongoing basis for the seasonal print and other selected production and corporate design.



Live Theatre Brand Guidelines

Live Theatre Logo: Please only display the Live Theatre logo in black or white, in some circumstances, Pantone 201 (C:0 M:100 Y:63 K:29) may be permitted.



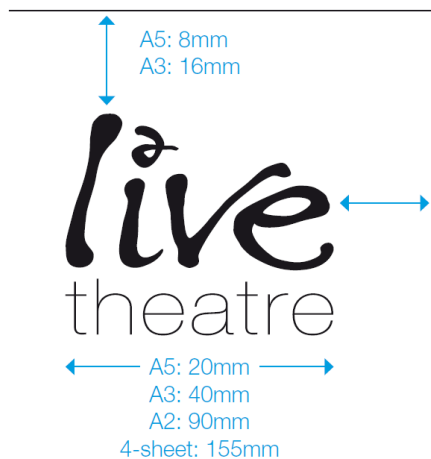
Live Theatre Fonts: Please use Helvetica Neue for **all** Live Theatre design, marketing and publicity. The following examples show the circumstances in which the different weights should be used.

Headings:
Helvetica Neue
45 Light

Sub Headings:
Helvetica Neue
75 Bold

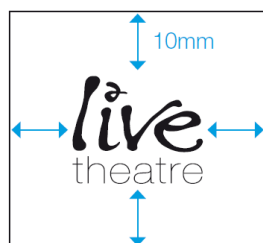
The first paragraph: for longer text only, should appear in Helvetica Neue 65 Medium and should be a minimum of 10pt in size.

Body copy: should appear in Helvetica Neue 45 Light and should be a minimum of 10pt.



Logo Placement: The Live Theatre logo should always be used in the **top right corner**, as shown below, 8mm from the edge for A5 and 16mm from the edge for A3. Margins may differ for larger formats,

Minimum Size: The logo should always be used in proportion, never stretched. The width of the Live Theatre logo should be at least 20mm for A5 flyers and at least 40mm for A3 posters. for A1 the logo should be at least a width of 90mm and on a 4-sheet poster the width should be at least 155mm.



Quiet Space: Please allow the Live Theatre logo to have some space to breathe, at least 10mm of unintruded space on all sides.

Other Live Theatre brands include:

