DOWNTOWN POMPEY

(Pom-peeeeeeeeeeee)

Design Commission

Brand Identity & Website Redevelopment

Downtown Pompey

About Us

Downtown Pompey is a queer-led theatre and cultural organisation making **bold, socially engaged performance and heritage projects across Portsmouth and beyond.** We celebrate overlooked stories, transform everyday spaces, and invite people to become artists, audiences, collaborators and researchers.

As we enter a new chapter of organisational growth, we're seeking a design studio to help shape how Downtown Pompey looks, feels, and speaks to the world.

We are looking for a freelance designer, studio or collective to lead a strategic rebrand and redevelopment of our website. This is more than a visual refresh.

We want a brand identity **that reflects our artistic ambition,** values and future direction as we prepare for long-term growth.

We have spent the last 6 months developing our new messaging and scope and are at a point where we are focused on bringing that to life.

We welcome applications from people interested in **brand identity, website design/development,** or **both.** Applicants may propose either a combined approach or a focused commission. If we appoint two separate suppliers, both must be willing to collaborate closely to ensure visual coherence and a unified Downtown Pompey identity.

Objectives

- Develop a distinctive and coherent visual identity for Downtown Pompey, including logo, colour palette, typography and graphic system.
- Create clear, accessible brand guidelines for internal and external use.
- Redevelop the Downtown Pompey website with an intuitive CMS, project archive, events listing and donation functionality.
- Ensure all design work reflects Downtown Pompey's artistic ambition, values and future direction.
- Collaborate with the Executive Team to shape concepts that resonate with our audiences and stakeholders.





Downtown Pompey

Responsibilities

- Work collaboratively with the Executive Team - and, if applicable, with a second supplier - to maintain consistency across brand identity and website design.
- Produce visual concepts and design assets (logo, colour palette, typography, graphic system, promotional materials).
- Develop comprehensive branding guidelines for rollout across campaigns, productions and organisational communications.
- Present design concepts to the Executive Team and refine them through iterative feedback.
- Manage revisions and deliver high-quality, accurate design outputs across multiple project strands.
- Lead the redevelopment of the Downtown Pompey website, ensuring accessible navigation, strong visual coherence and functional CMS integration.
- Maintain timelines and deliverables across all phases of the commission.

We're Looking For People Who...

As a collaborative organisation, we are as interested in **how you will approach the process** as we are in the final product. In your proposal, please describe how you would approach collaboration throughout the commission

Applicants may be freelancers, studios or collectives with experience in arts, culture or purpose-led organisations. We value strateßgic thinking as much as visual craft.

We particularly encourage applications from people currently underrepresented within the creative industries including LGBTQIA+, disabled, working-class and Global Majority creatives.



Budget

Please submit a proposal outlining your recommended approach and fee. We are open to fixed-fee commissions or phased delivery, with the possibility of an ongoing design retainer following completion.

Budget is commensurate with experience and scope.

Following completion of the commission, there may be an opportunity to continue working with Downtown Pompey through an ongoing design retainer supporting campaigns, productions, fundraising and organisational communications.

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Application

Please include:

- A short introduction.
- Why this commission interests you.
- Your proposed approach.
- Three to five relevant examples.
- Indicative budget.
- Availability.

Please send your proposal by:

6th November 2026 to:
downtownpompey@gmail.com

If you have any questions about the role, the application process, or if you'd like to discuss access requirements before applying, we'd be happy to hear from you.

We particularly welcome applications from people who are currently underrepresented in the cultural sector, including people from the Global Majority, Disabled people, LGBTQIA+ communities and those from working-class backgrounds.

We're looking for a collaborator, not just a supplier - someone excited by theatre, queer culture, heritage and public engagement, who can help craft a visual identity that feels generous, bold, joyful and unmistakably Downtown Pompey.

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