

# OPEN EYE GALLERY

## BRANDING DESIGN

### TREE STORY: A HISTORY OF LIVERPOOL THROUGH ITS TREES

#### PROJECT BRIEF

#### ABOUT THE COMMISSION

Open Eye Gallery are working in partnership with dot-art, Mersey Forest and nine schools and community groups across the Liverpool City Region. Each group will investigate a significant local tree: its history and the change which has happened around it, folklore and cultural significance, biodiversity and importance to the environment. They will work with a photographer to document the tree, and with their teachers to learn about the wider context. Pupils will spend a day out in the forest enjoying forest school activities, and will share their work at a symposium to be delivered as an in-person/hybrid event by Open Eye Gallery.

The project will result in displays of participants' work in school settings, and at LOOK Photo Biennial 2022.

We want to create a dedicated brand identity to represent the project, across the website, printed material and exhibitions.

The project is funded by National Lottery Heritage Fund.

#### MORE ABOUT THE COMMISSIONERS

**Open Eye Gallery** is one of the UK's leading photography spaces. We present an international programme of contemporary photography exhibitions at our Liverpool Waterfront gallery, elsewhere in the UK, and further afield. We also programme workshops, talks and evening events, and house a permanent archive of diverse

photographs. We deliver an on-going socially engaged programme of residencies and collaborative projects between practitioners and our local community. This particular commission opportunity is part of Tree Story: A History of Liverpool Through Its Trees, which is a new project running from January 2022 to April 2023 and funded by National Lottery Heritage Fund. The project will also create a website where people across the region can upload their own images and stories about the trees which are special to them, creating a crowdsourced map of significant tree heritage across the city, and an interactive timeline which uses the material created through the school and community projects to create a history of Liverpool which maps trees against other urban developments. Educational resources created through the project will be available through the website to support teachers, families and groups who want to create their own projects and content for the website.

**dot-art** are our partners on this project and will manage the delivery of the new brand. They will be your day-to-day contact as you deliver the work.

## **THE BRANDING BRIEF**

We would like to create a brand identity and accompanying guidelines, which will work in all contexts, including the new website which is being built as part of the project, future exhibitions and printed materials.

The brand should represent the project as one which is sustainable, accessible and collaborative. It should be contemporary and fresh, without being alienating. We envisage it being utilised for 5-10 years.

## **BUDGET**

A budget of £1,500 exclusive of VAT has been allocated for this work.

## **TO APPLY FOR THIS CONTRACT**

Please provide a CV plus an outline of your approach to this tender (no more than 2 pages) setting out:

- why you are interested in this piece of work

- details of your team
- previous experience of delivering similar projects
- links to examples of your work which are relevant to this brief
- details of 2 people we can contact for a reference

This project is part of Open Eye's commitment to addressing the climate emergency. We are interested in hearing from you about how your business works to minimise negative environmental impacts as part of your submission.

**Tender documents should be emailed to: [lucy.byrne@dot-art.com](mailto:lucy.byrne@dot-art.com) no later than 5pm on Friday 11<sup>th</sup> March.**