

<b>Post</b>	<p><b><u>Visual Identity Design Consultant</u></b></p> <p>Live Music Now (LMN) is a leading music and social impact charity. The organisation has recently completed a strategic planning process which establishes a new direction and set of priorities. To support the new direction and help Live Music Now enhance its impact, partnership and funding opportunities the organisation has recently completed a rearticulation of its vision, mission and values and is now ready to manifest this new intent in a refreshed visual identity.</p> <p>LMN has no permanent in-house design resource in addition to this tender, is looking to develop a longer-term relationship with a designer/design agency who can provide ongoing support beyond the project to redesign the visual identity.</p>
<b>Salary</b>	We have an initial budget of £8.5K. This includes all the deliverables listed below.
<b>Job type</b>	Fixed term contract for the project (21 March – 31 May 2022), with possible extension for longer relationship.
<b>Timeline</b>	<p>Appointment by Friday 11 March 2022</p> <p>Project starting w/c 21 March 2022 (stakeholder meetings and draft review process)</p> <p>Completion with final deliverables: 31 May 2022</p>
<b>Location</b>	This is a home-based position, or agency office, with possible visits to Live Music Now Head office in Somerset House in London.
<b>To Apply</b>	<p>Please submit a short proposal to <a href="mailto:jobs@livemusicnow.org.uk">jobs@livemusicnow.org.uk</a> by <b>Friday 25 February 2022</b> of no longer than 6 pages of A4 which includes:</p> <ul style="list-style-type: none"> <li>• your approach to the project</li> <li>• 3 examples of relevant work</li> <li>• costed estimate of all phases from kick off to handover</li> <li>• day rates for ongoing future work</li> <li>• 2 references from previous clients</li> </ul> <p>If you would like to submit your application in another format we would be happy to accommodate this. Please contact the office on 020 7759 1803 or email <a href="mailto:emily.roberts@livemusicnow.org.uk">emily.roberts@livemusicnow.org.uk</a> so that suitable alternatives can be discussed.</p>
<b>Shortlist notification</b>	w/c 28 <sup>th</sup> February 2022
<b>Interviews</b>	10 March 2022 (afternoon) via Zoom
<b>Notification</b>	We regret we are unable to provide feedback unless you are shortlisted. We will notify you to let you know if you have been shortlisted or not.
	<p>Live Music Now is committed to being an Equal Opportunities employer and as such we actively encourage applications from people who are under-represented in the cultural sector, including those facing disabling barriers or who have experienced racism.</p> <p>LMN is a flexible and accommodating employer; flexible working including remote/home working is fully supported, although some in-office work may be required for this post.</p>

## Live Music Now

Music is a declared human right<sup>[1]</sup>: a shared, instinctive and universally understood language. It forms a foundation of human relationships and community. Yet many who experience social exclusion, isolation or disadvantage have limited access to musical activity.

Live Music Now is a charity working and campaigning to create inclusive, measurable social impact through music. By harnessing the power of music and evaluating its impact, we advance musical practice and change how we understand and support underrepresented and vulnerable people in our society. Our work has been shown to enhance health and well-being, building skills and confidence and increasing engagement and equity of opportunity by recognising the potential of every individual.

We connect professional musicians with older people (many living with dementia), children and young people facing disabling barriers, families living through challenges, and carers and key workers supporting others. Through engaging experiences, our musicians inspire and support people to live musical lives and to find happiness through liberating musical encounters creating life-affirming memories.

Live Music Now was founded by musician Yehudi Menuhin and philanthropist Sir Ian Stoutzker, with a belief that everyone has a right to live fulfilling musical lives. Today Live Music Now's work is underpinned by research, cross-sector partnerships, advocacy and the professional development of musicians across England, Wales, Northern Ireland and in the international community.

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<sup>[1]</sup> Article 27, United Nations Universal Declaration of Human Rights, 1948.

## Design Brief

### Brand positioning

We recently completed a process to redefine and agree a new articulation of our vision, mission and values working with an external brand consultant. This work has been developed with the whole team across the different divisions of LMN. These statements should inform and influence the future direction of the visual identity.

#### VISION

A recognised leader in positive, lasting social change

#### MISSION

Harnessing the connective power of exceptional music

#### COMMITMENTS

1. Supporting the musical lives of people experiencing challenging circumstances, disadvantage and social exclusion
2. Developing and supporting the workforce of professional musicians to ensure quality of practice and the best outcomes for the communities we serve
3. Advocating and evidencing the transformative health and wellbeing benefits of live music

## VALUES

### **We believe in partnership**

Working together we can achieve greater impact and reach, especially when we join diverse perspectives with an ethos of collaboration, empathy, and respect.

### **We believe in leadership**

We have a responsibility to take courageous and informed decisions, increase visibility for the transformative impact of music, and effect social change.

### **We believe in access**

Equity, inclusion and lived experience is at the heart of our culture, driving innovation and empowering those we work with to reach their full potential.

### **We believe in creativity**

Creativity is an essential part of a fulfilling life. We facilitate musical connections, support people to develop their musical identities and live musical lives.

### **We believe in evidence**

Research and data underpins everything we do. We set rigorous standards to evaluate our work, continuously improve our programmes and contribute to the wider body of evidence supporting the impact of music.

## Design objectives

The objectives for the new visual identity:

- Create a recognisable and distinctive visual identity which will help establish LMN nationally and internationally with our key audiences, partners and stakeholders
- Express the ethos and transformation at the heart of our organisation and brand - to harness the connective power of exceptional music
- Manifest the feeling of the joy and liberation which our musical experiences provide
- Capture and communicate the credibility and rigour of LMN's research and evidence-based approach
- Amplify different voices and experiences through authentic storytelling
- Position LMN as a platform partnership working with an ethos of collaboration
- Create recognition without being reliant on large budgets for design and photography – the identity must be affordable and easy to implement

## Design deliverables

- Logo (Primary, Secondary, Submarks, Brand Elements & Icons)
- A fully documented set of brand guidelines which needs to include:
  - Vision, mission and values
  - Basic elements: logo usage, use of other key elements: typefaces, colour palette and image style and approach
  - Examples of the visual identity applied to key applications, to include:
    - Website page and post template design and web design guidelines (Elementor and Word Press)
    - Social media and other digital channels including motion graphics
    - Canva template design for digital and printed marketing material
    - Business card, pop up banner, comp slip
    - PPT presentation templates
- Strap lines

- We would be interested to see any suggestions for possible straplines which could become part of the overall identity and messaging

#### **Additional reference**

- Website: <https://www.livemusicnow.org.uk>
- Social accounts: [Instagram](#), [Twitter](#), [YouTube](#), [Facebook](#), [Linked In](#)
- [Our Strategic Intent](#)
- [Annual Report 2021-2022](#)
- Film - [Overview of our work](#)
- Film - [Our work with young disabled people](#) (PW LMN1916)
- Film - [Our work with schools & families during lockdown](#)
- Film - [Our work with older people in the community - Songs & Scones](#)
- Film - [Our work with young parents in the community - Lullaby Project](#)
- Film - [LMN Wales Beatboxing Care Home project](#)

#### **Terms & Conditions**

The post is contracted on a fixed term project basis.

#### **Equal Opportunities**

Live Music Now endeavours to be an Equal Opportunities employer. Live Music Now will promote the following basic rights for everyone associated with it:

- to be treated with respect and dignity
- to be treated fairly at all times regardless of colour, race, age, nationality, gender, gender reassignment, marital status, disability, sexual orientation or religion or belief, and with consideration of needs for flexible hours and work patterns.