



LIVERPOOL PHILHARMONIC - VISUAL IDENTITY REVIEW AND DEVELOPMENT

CONTACT

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KEY DATES

- **Bid submission deadline:** 30 November 2025
- **Interviews with shortlisted agencies:** Week commencing 15 December 2025
- **Final decision:** 22 December 2025
- **Target sign-off of visual identity:** March 2026
(To integrate seamlessly with the new website launch in Summer 2026)

BUDGET

£20,000 (all-inclusive of design, revisions, and toolkit deliverables)

SECTION 1 – CONTEXT

Liverpool Philharmonic is developing a new website, launching in Summer 2026. The refreshed visual identity will run alongside this project, ensuring a seamless, consistent brand experience across digital and offline channels.

The new identity will:

- Reflect our evolving brand story, currently being developed with [Fly a Kite](#) (see Section 3).
- Support key online user journeys: ticket booking, memberships, donations, and audience engagement.

- Strengthen recognition and connection across our Orchestra, Hall, and Learning & Health programmes ensuring a strong and distinctive brand that works for all our areas of work.
- Work across platforms and contexts including locally, nationally and internationally.

SECTION 2 – ABOUT US

2.1 Who We Are

Liverpool Philharmonic is a leading UK music organisation, uniquely combining:

- **Royal Liverpool Philharmonic Orchestra** – Founded in 1840; the UK’s oldest continuing professional symphony orchestra. 100+ concerts annually; Chief Conductor Domingo Hindoyan since 2020. Over 100,000 tickets sold each year, with more than 1,000 subscribers and Members.
- **Liverpool Philharmonic Hall & Music Room** – Grade II listed concert hall (1,681 capacity) and a 250-seat space supporting grassroots and emerging talent. 300+ events annually, 300,000+ audiences annually.
- **Learning & Health** – One of the UK’s largest programmes of its kind, reaching 60,000+ annually through *Liverpool Philharmonic In Harmony, Music and Health*, and *Liverpool Philharmonic Youth Company*.

We believe in the power of music to transform lives – through live performance, creative participation, and digital access. Each year, we engage more than 300,000 people in person and reach millions more worldwide through broadcasts and digital platforms.

Our purpose is to inspire, entertain, and engage people of all backgrounds, uplifting the human spirit while enriching Liverpool’s cultural fabric.

Our values – **excellence, ensemble, welcoming, and passion for music** – shape everything we do, building an inclusive and ambitious culture.

2.2 Current Audience Overview

- 67% of bookings online; 75% via mobile.
- 44% of audiences are first-time bookers.
- 75% attend once a year; 34% return the following year.
- Loyal core: 1,000+ classical subscribers attend 5–45 concerts per year.
- 52% buy food and drink in the venue; 48% also spend locally.

Current audience demographics (Indigo Share survey):

- 93% White British
- 11% identify as disabled
- 63% aged 60+
- 84% live within one hour's travel

Motivations: see a specific performer (57%); subject/story (38%); love of artform (19%).

Satisfaction: NPS 82; avg 4.7/5 ratings (performance quality & staff care).

2.3 Audience Ambitions

Over the next five years, we aim to grow and evolve our audiences - deepening engagement, increasing frequency and loyalty among existing attendees, and reaching new, more diverse communities. In particular, we want to attract younger audiences and ensure that those who experience the Liverpool Philharmonic more closely reflect the rich diversity and demographics of the city itself.

2.4 Strategic Vision to 2030

- Present bold and distinctive concerts and events of the highest artistic quality
- Inspire young people to develop their passion for music and fulfil their potential
- Grow our national and international reputation
- Attract and retain audiences from all backgrounds and communities
- Maximise our cultural, social and economic benefit to Liverpool City Region
- To be a more inclusive and resilient organisation

SECTION 3 – BRAND STRATEGY DEVELOPMENT

We are working with consultants **Fly a Kite** to deliver:

- A clear, refined and more singular brand benefit-led story, that will unite our different areas of work.
- Personality and tone of voice.
- A unified messaging toolkit.
- Strategic guidance for cohesive communications.

Fly a Kite's toolkit will be delivered in January 2026 and will guide the visual identity development.

As part of this work Fly a Kite are undertaking a qualitative audience research day and we will share these findings to further inform the visual brand development.

The budget for this Visual Identity refresh does not cover extensive audience/brand research as we expect our selected agency to implement a visual identity from the

brand review and research Fly a Kite are undertaking.

SECTION 4 – THE CHALLENGE & BRAND ARCHITECTURE

Liverpool Philharmonic's work spans multiple strands, audiences, and sub-brands. The visual identity must unify these while remaining flexible enough to meet different audience needs and sub-brand requirements.

Audience Diversity

- Classical audiences: Loyal, older subscribers and Members (70% of audience currently aged over 60)
- Contemporary audiences: Younger, diverse, attending rock, pop, comedy, family or experimental music events.
- Learning & Health participants: Children, young people, and vulnerable adults engaging for education, wellbeing, or community.
- Global audiences: Touring and broadcast audiences looking for credibility and authority, and distinctive Liverpool city connection.
- Local audiences: Visitors to the Hall for concerts, community events, or civic occasions.

Sub-Brands/Different Areas of Work

A summary of the different brands currently that will need to be reviewed – this is not an exhaustive list.

- Royal Liverpool Philharmonic Orchestra & Choir – flagship artistic output.
- Liverpool Philharmonic Hall & Music Room – venues with distinct offers.
- 10:10 – contemporary music ensemble.
- In Harmony Liverpool Philharmonic – nationally recognised education project.
- Barrow Residency – place-based cultural development.
- Learning & Health – schools, community, and health partnerships.
- 1840 Lounge – our private lounge area for members.

Currently, sub-brands sit at varying distances from the master identity, creating fragmentation, audience confusion, and inconsistency.

Current Issues

- Fragmentation: Different programmes and audiences feel disconnected.

- Outdated design/font/colours: Not aligned with younger, digital-first audience expectations.
- Narrow perception: Public recognition often limited to the Orchestra or Hall or Learning work.
- Limited inclusivity: Currently not always seen as a vibrant, relevant, welcoming organisation for all.

The Task

- Visualise the brand story/messages developed via Fly a Kite.
- Project Liverpool Philharmonic as a welcoming, vibrant, relevant organisation locally and internationally.
- Balance heritage and modernity, retaining the prestige associated with our brand while appealing to diverse audiences.
- Unify the brand and sub-brands while allowing flexibility for varied contexts and audiences.
- Define a clear brand architecture showing how sub-brands sit within the overall system.
- Provide tools and guidance for visual consistency across logos, colour, typography, templates, and digital platforms.
- Ensure each sub-brand has the flexibility to connect with its own audiences while reinforcing the parent brand.

SECTION 5 – SCOPE OF WORK

- Audit of current visual identity, including sub-brands.
- Development of:
 - A digital first visual brand identity and system in line with our new brand strategy.
 - Master logos (primary/secondary, digital/print).
 - Visual identity solution for our sub-brands - such as Ensemble 10:10, In Harmony, Barrow Residency, Learning & Health, Hall & Music Room, etc. This should also consider which distinct sub-brand identities are needed, and if they are, how they can best relate to and complement the overarching Liverpool Philharmonic brand.

- Typography system & colour palette for core brand and sub-brands.
 - Iconography, graphic elements, patterns adaptable for sub-brands.
 - Photography/video style guidance for audiences and sub-brands.
 - Templates for digital and print (social media (including video), email, posters, programmes, signage, sponsorship decks) for core brand and sub-brands.
 - Brand guidelines (PDF + editable) covering core brand and sub-brands, with hierarchy and flexibility guidance.
 - Asset library including master and sub-brand assets.
 - *(Optional)* motion graphics, merchandising, large-format signage for core brand and sub-brands.
- Ensure visual identity can work online to be **WCAG 2.2 AA compliant**

SECTION 6 – AGENCY REQUIREMENTS

- Proven experience in visual identity design for customer-facing organisations.
- Strong digital-first approach.
- Experience collaborating with web developers.
- Knowledge of accessibility and inclusive design.
- Preference for Liverpool City Region or Northwest based agencies with local audience insight.

SECTION 7 – PROPOSAL REQUIREMENTS

Agencies should submit:

- Outline of proposed approach.
- Relevant examples of previous work - especially where you have designed a core brand identity and ancillary/sub brands alongside it.
- Team and resource allocation.
- Timeline and milestones.
- Budget breakdown (including revisions & deliverables).
- Evidence of digital integration experience.

Evaluation Criteria:

- Experience with similar re-brand projects – 25%

- Understanding of business needs and values – 25%
- Quality of portfolio and references – 25%
- Connection to Liverpool City Region – 10%
- Cost – 15%

For informal discussion, contact Charlie Rachwal at +44 7483 361 214 or charlie.rachwal@liverpoolphil.com