Brand Designer:
CatStrand

(Freelance role, fixed-sum contract)

Context

In 2007, the Glenkens Community & Arts Trust (GCAT) opened CatStrand as a purpose-built arts venue that now hosts an innovative and diverse programme of creative arts to audiences from the Glenkens and beyond. The building also serves as community hub, hosting a cafe, shop, external community hires and the offices of GCAT.

The evolution of use of the CatStrand building has intensified and this is reflected in both the visual appearance of the building and the visual identity across our activities.

In 2025, the CatStrand Arts programme secured Creative Scotland multi-year funding, recognising the outstanding contribution which the CatStrand Arts team makes.

This commission seeks to focus on the public-facing elements of GCAT activity – the CatStrand as an arts venue and the Arts Programme. The aim of the CatStrand branding refresh is to create a cohesive set of branding guidelines setting out how CatStrand is presented, incorporating:

1. CatStrand Arts programme (Touring Arts, Cultural Glenkens and CatStrand Young Creatives)
2. Online presence across website, social media and email newsletters.
3. The CatStrand Building – Auditorium, Gallery, Shop and Cafe

The Branding should allow for the different characters and target audiences of its different functions and projects, while reflecting a cohesive artistic vision of CatStrand as a whole:

Artistic Vision: The Creative Hub of a Cultural Landscape.

The CatStrand is our *Creative Hub* that is central to a wealth of public engagement and participation in the arts, creative projects, artists' development & professional performance. This creativity reflects and celebrates our *Cultural Landscape*: the nature, culture and heritage of the Glenkens, and artists' work from across D&G, Scotland and further afield.

Branding Brief

We are inviting tender submissions to undertake a branding refresh and provide brand guidelines including the provision of house style, colour palettes, standard font use, template layouts etc.

The branding guidelines should seek to assert a cohesive arts-led brand across all CatStrand elements (programme, online, building).

In development of the above, the designer will take into account the artistic vision of 'The Creative hub of a Cultural Landscape', as well as the various uses within the building.

Deliverables

- Brand guidelines and house style document: colours, fonts, templates (printed material, online presence, social media, external signage, wall colours, window frames etc
- Signage and way-finding designs
- Editable templates
- Provide design elements to support a new CatStrand.com

To support these deliverables, you will:

- Work with the Steering Group to understand the current artistic offering, activities within the building and online presence.
- Work with the Steering Group to agree a more precise design brief and timeline (brief, initial concepts, design development, final proposals).
- Facilitate a stake holders meeting, with key staff and board members. To discuss branding options and purpose.
- Deliver first-draft, second-draft, final-draft and final versions.
- Attend meetings as reasonably required with the Steering Group, the first in person in the Glenkens and then on Teams or equivalent.

Timeline:

- Applications close: Midnight, 9th February 2026
- Shortlisting and selection process: 9- 21 February 2026
- Contract start date: Monday 23 February 2026
- Branding refresh completed and by end April 2026

Person specification:

- Essential: Experience in modern design branding.
- Essential: Able to get themselves around the Glenkens for meetings.
- Essential: Able to accept responsibility for delivering a high-quality product on time.
- Essential: A collegiate worker, able to take on board edits and amends and to work within the GCAT and CatStrand Arts ethos and voice.
- Essential: A practicable approach to creating a good output for the budget available.
- Desirable: A younger person looking to add experience to their CV.
- Desirable: Experience of working with an arts organisation.
- Desirable: An existing connection with CatStrand Arts and /or GCAT projects.

Details:

- Lump sum contract: £5k
- No travel expenses included.
- Payment by invoice to GCAT – schedule to be agreed.
- Tax and NI remain your responsibility.

Not included in scope:

- Renaming of any part of the building, organisation or programming
- The tup will remain the logo of the arts programme, but its design can be refreshed.
- Printing costs for print media – settled separately by GCAT.

Branding Steering Group

- Peter Renwick, Arts Culture and Heritage Manager (lead contact)
- Andrew McConnell, Chief Executive
- Brian Edgar, Facilities Manager
- Hayley Edgar, Marketing Officer
- Finlay Coupar, Board Member of GCAT

Criteria for assessment of tender:

- Fixed budget – no price assessment unless extras are quoted.
- Quality assessment on: alignment with artistic vision, relevant and similar recent work of consultant
- Track record of working successfully with different client groups.
- Value for money - time dedicated to project within budget.

Application Process:

- Apply by email to peter@catstrand.com by midnight, Monday 9th of February.
- Include your CV and a cover letter setting out your technical strengths with regard to this tender and your match with the Person Specification.
- Include 1 or 2 past examples of your work that you feel are particularly relevant.
- An indication of your day rate, or the time you can dedicate to the project within budget.

This project has been made possible thanks to funding from Creative Scotland.

Appendices

1. CatStrand Arts Programme

Delivery of the Artistic Vision comprises 3 programme strands:

- CatStrand Touring Arts – live music, theatre and dance at the CatStrand in New Galloway.
- CatStrand Young Creatives – youth arts opportunities
- Cultural Glenkens – creating place-making with an emphasis on heritage and volunteers.

The CatStrand therefore has a threefold purpose. It is:

- A vital cultural hub for the communities of the Glenkens.
- A programming venue engaging audiences from across Dumfries & Galloway and SW Scotland.
- A resource and a supportive venue for artists from across Dumfries & Galloway, and the Scottish and UK touring arts sector.

Audiences: The CatStrand Arts Programme exists for the benefit of the people of the Glenkens, audiences from across Dumfries and Galloway and wider, and artists from D&G, Scotland, and further afield. Based on booking data, a typical CatStrand audience is 55% from Glenkens, 33% from elsewhere in Dumfries and Galloway and 12% rest of Scotland and further afield. Priority new audience targets include:

- New audiences who have not previously engaged in the arts
- Younger audiences
- Local community residents

2. Online Presence

Website(s): Arts Programme: CatStrand Arts Programme - GCAT

Young Creatives: Home | Catstrand Young Cr 3

Cultural Glenkens: Cultural Glenkens - GCAT

Social Media – facebook and instagram: @catstrand and @csyoungcreatives

Printed material: Poster, Programme, Flyers

3. Catstrand Building

The CatStrand building contains the focal point of the arts programme, the auditorium, and functions as a community hub, providing the last remaining cafe in the area, a gift shop and gallery. Together, these act as a gateway to and crucible of the arts.

CatStrand Auditorium

The Catstrand Auditorium is a 90-seat theatre in New Galloway, complete with a flexible use Green Room. The auditorium is used for hosting visiting theatre and music productions, and local community productions and events. The seating is retractable, enabling full flexible use of the space. The space is regarded as [insert qualities of space here]

> **Auditorium Branding Outputs:** [describe expected outputs]

CatStrand Gallery

The Gallery space consists of a central corridor, which is a glazed link between the historic former school building and the new extension to the rear. The Gallery showcases high quality work of local and regional professional artists.

> **Gallery Branding Outputs:** picture labelling templates, external representation/signage, internal wayfinding.

CatStrand Shop

The Gift Shop is intended to provide an outlet for local and regional creative makers, crafters and artists. The Gift shop also stocks a range of locally produced crafts, quality gifts, tourist maps and guides.

> **Shop Branding Outputs:** pricing and signage templates, external representation/signage. Social media templates. Branding for merchandising.

CatStrand Café.

Our popular licensed cafe is open for light lunches, home baking and tea & coffee and is a central hub for the community, providing a warm welcome, healthy local food, in a relaxed gallery environment which showcases local and amateur artwork. The cafe is the footfall generator for the shop and gallery.

> **Cafe Branding Outputs:** picture labelling templates, external representation/signage, internal wayfinding. Social media templates.

CatStrand Hires

Venue hire also available for conferences, meetings, parties, book launches etc, full catering and bar facilities available. From small private meetings in the Green Room, to conferences in the Auditorium, we can meet most event needs. Inc. hosting a range of regular workshops, groups and activities.