

## Open Call: Visual Identity & Festival Design

We are looking for a graphic designer or a collaborative team to completely rethink and implement the visual identity of the auawirleben Theatre Festival Bern, and to continuously develop it over the coming years.

The brief combines a rebranding of the overall identity with a long-term collaboration for the annual festival and its design, ranging from the logo and website to the ever-changing visual worlds of each festival edition.

The most intensive period for each festival edition begins in January and eases off significantly for the designer in March, following the launch of the festival programme. After that, there are only occasional assignments until the festival in May. The work is not a full-time job – the work is concentrated within a few intensive months. However, even during this phase, other projects and commissions alongside the auawirleben assignment are entirely possible.

Working language: German or English

Location: Remote, with occasional on-site meetings at the office in Bern

**Start of collaboration: October 2026 (rebranding)**

## The brief

The collaboration comprises two parts: a rebranding of the festival, followed by the annual design of the festival editions.

### Rebranding

To begin with, we will work together to develop the festival's visual foundation.

- Design of a **corporate identity** / visual identity
- Development of a new **logo**
- Selecting or developing new standard **typeface(s)**
- **Web design** in collaboration with developers, multimedia experts and programmers
- Design of business stationery and other print materials

The aim is to create a clear, distinctive visual identity that will accompany the festival in the long term and serve as its foundation.

### Festival design (annual)

For each edition, the design and the festival theme are reinterpreted, without having to reinvent the visual foundation every year.

- **Digital communication** Key visuals for the website, social media templates & animation, newsletters
- **Print** Festival programme, flyers, posters, stickers
- **Merchandise design** Travel bags, clothing, stationery (examples from recent years)

The design responds to the festival's theme or motto and translates this into a visual language. Each year, we work with a new theme that serves as a common thread linking the theatre productions in the programme and can broadly be understood as the overarching theme of the year.

### Website & Accessibility

A central component of the rebranding is the development of a clear, accessible and functional website, **whose backend can be used effortlessly by the communications manager.**

### Budget / Quote

Please send us an initial, rough estimate of the budget for the work, based on price examples. The budget / quote may include details on the following items, amongst others:

- Rebranding strategy/concept, corporate design, web design, basic print materials
- Annual festival design: key visuals, campaign, digital communication, print materials

### Collaboration

The design of the visual identity, particularly in relation to individual festival editions, is developed in close cooperation with the festival team, especially the communications manager.

- Regular discussions regarding design and visual strategy
- Development and implementation of ideas within the team
- Coordination between design, communications and programme

### What we offer

Auawirleben brings an interesting environment, exciting processes and extensive networks to the collaboration:

- A large international network in the cultural sector
- Engaging with current social issues
- Continuous development of accessibility across all areas of the festival
- An established and proven communication strategy
- A new, creative process for each year's festival edition
- Online presence and outreach to a wide range of audience segments

## Who we're looking for

**Graphic designers**

**Freelancers**

**Design studios or agencies**

**Collaborative teams (graphic design/web design/development)**

Ideally, you'll have experience in:

- Branding / corporate identity
- Visual identity for websites
- Print design
- Animation / moving images
- Design for events in the cultural sector

## Application

Please submit the following documents:

- Your portfolio
- Introduction: 'Why you, why auawirleben?'
- A budget/quote

to: [mahalia.haberthuer@auawirleben.ch](mailto:mahalia.haberthuer@auawirleben.ch)

in German or English.

You are free to choose how you submit your portfolio, for example as:

a website / video / animation / PDF

or select another format that provides an insight into your work. Please ensure that your materials are clearly organised and easily accessible.

**Please apply even if not all criteria fully apply to you.**

**We particularly encourage BIPOC and TINFA\*-people, people with hearing impairments, people with mobility impairments, people with a migration history, and neurodiverse people to apply.**

## Application process

**Round 1, open call for submissions: Deadline: 31 May 2026**

Selection for Round 2: Mid-June 2026

**Round 2, presentation (paid): 4 August 2026**

Final decision: Mid-August 2026

Start date: To be agreed, approx. October 2026