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Tender

Creative Brand Agency Specialising in Visual and Verbal Identity at Imperial War Museums (IWM)

Imperial War Museums

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-041592

Procurement identifier (OCID): ocds-h6vhtk-0562d5 ([view related notices](#))

Published 21 July 2025, 12:05pm

Scope

Description

IWM is tendering for a creative brand agency to help translate and bring to life a refreshed and newly developed vision and purpose for IWM. The appointed supplier will create a visual and verbal identity to reflect IWM's new proposition.

For more information about this opportunity, please visit the Delta eSourcing portal at:

<https://www.delta-esourcing.com/tenders/UK-UK-London:-Business-and-management-consultancy-services./769E5X5K72>

To respond to this opportunity, please click here:

<https://www.delta-esourcing.com/respond/769E5X5K72>

Total value (estimated)

- £150,000 excluding VAT

- £180,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 10 November 2025 to 31 January 2027
- 1 year, 2 months, 21 days

Main procurement category

Services

CPV classifications

- 79410000 - Business and management consultancy services

Contract locations

- UK - United Kingdom

Participation

Particular suitability

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

Submission

Tender submission deadline

4 September 2025, 12:00pm

Submission address and any special instructions

<https://www.delta-esourcing.com/respond/769E5X5K72>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

27 October 2025

Award criteria

Name	Type	Weighting
Technical	Quality	35%
Presentation	Quality	35%
Cost	Cost	20%

Name	Type	Weighting
Social Value	Quality	10%

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Open procedure

Contracting authority

Imperial War Museums

- Public Procurement Organisation Number: PHRL-5691-LLXM

IWM London, Lambeth Road

London

SE1 6HZ

United Kingdom

Contact name: Olly Clifford

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Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - central government