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Award

BFI London Film Festival Creative Refresh

British Film Institute

UK6: Contract award notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-042804

Procurement identifier (OCID): ocids-h6vhtk-0502b9 ([view related notices](#))

Published 24 July 2025, 2:22pm

Scope

Reference

2025/429

Description

In 2026, the Festival turns 70 and we are taking this opportunity to refresh the look and feel of the BFI London Film Festival brand after several years iterating on our current visual identity. We continue to be excited by the potential of the current 'cascade' iconography, but we are not committed to retaining it as the core iconic reference point for the Festival and would like to explore other creative propositions. This identity will be the basis for all branding and promotional collateral produced for the Festival and will be used to engage the broadest possible B2C and B2B audiences in London, around the UK and internationally.

Contract 1. BFI London Film Festival Creative Refresh

Supplier

- [PENTAGRAM DESIGN LIMITED](#)

Contract value

- £70,000 excluding VAT
- £84,000 including VAT

Below the relevant threshold

Award decision date

24 July 2025

Earliest date the contract will be signed

29 July 2025

Contract dates (estimated)

- 29 July 2025 to 1 October 2028
- Possible extension to 1 October 2030
- 5 years, 2 months, 4 days

Description of possible extension:

2 year extension available

Main procurement category

Services

CPV classifications

- 79340000 - Advertising and marketing services
- 79341000 - Advertising services
- 79341100 - Advertising consultancy services
- 79341400 - Advertising campaign services

Information about tenders

- 38 tenders received
- 1 tender assessed in the final stage:
 - 0 submitted by small and medium-sized enterprises (SME)
 - 0 submitted by voluntary, community and social enterprises (VCSE)
- 1 supplier awarded contracts
- 0 suppliers unsuccessful (details included for contracts over £5 million)

Procedure

Procedure type

Below threshold - open competition

Supplier

PENTAGRAM DESIGN LIMITED

11 Needham Road

London

W11 2RP

United Kingdom

Email: harmsworth@pentagram.com

Region: UKI32 - Westminster

Small or medium-sized enterprise (SME): No

Voluntary, community or social enterprise (VCSE): No

Contract 1. BFI London Film Festival Creative Refresh

Contracting authority

British Film Institute

- Charity Commission (England and Wales): 287780

21 STEPHEN STREET

LONDON

W1T 1LN

United Kingdom

Email: graham.bellas@bfi.org.uk

Region: UKI31 - Camden and City of London

Organisation type: Public authority - sub-central government