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Award

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

Imperial War Museum

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

Notice identifier: 2025/S 000-068411

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

Published 27 October 2025, 9:46am

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.

Contract 1. Creative Brand Agency Specialising in Visual and Verbal Identity at Imperial War Museums (IWM)

Supplier

- JOHNSON BANKS DESIGN LIMITED

Contract value

- £150,000 excluding VAT
- £180,000 including VAT

Above the relevant threshold

Award decision date

27 October 2025

Date assessment summaries were sent to tenderers

27 October 2025

Standstill period

- End: 5 November 2025
- 8 working days

Earliest date the contract will be signed

7 November 2025

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

Information about tenders

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

Procedure

Procedure type

Open procedure

Supplier

JOHNSON BANKS DESIGN LIMITED

- Companies House: 02769676
- Public Procurement Organisation Number: PWNJ-7264-XYHH

Crescent Works, Crescent Lane

London

SW4 9RW

United Kingdom

Email: info@johnsonbanks.co.uk

Website: <http://www.johnsonbanks.co.uk>

Region: UKI45 - Lambeth

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1. Creative Brand Agency Specialising in Visual and Verbal Identity at Imperial

War Museums (IWM)

Contracting authority

Imperial War Museum

- Public Procurement Organisation Number: PHRL-5691-LLXM

Lambeth Road

London

SE1 6HZ

United Kingdom

Email: occlifford@iwm.org.uk

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - central government