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Contract

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

Imperial War Museum

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-083988

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

Published 17 December 2025, 3:47pm

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

Date signed

9 November 2025

Contract dates

- 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

Justification for not setting key performance indicators

Below £5M

Other information

Conflicts assessment prepared/revised

Yes

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

Contracting authority

Imperial War Museum

- Public Procurement Organisation Number: PHRL-5691-LLXM

Lambeth Road

London

SE1 6HZ

United Kingdom

Email: oc Clifford@iwm.org.uk

Region: UKI44 - Lewisham and Southwark

Organisation type: Public authority - central government