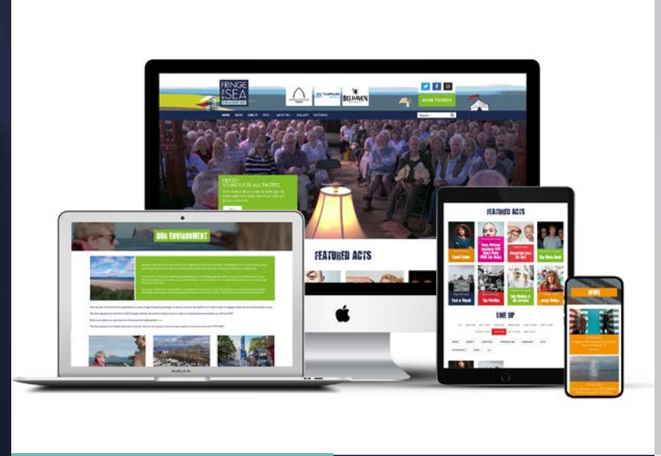
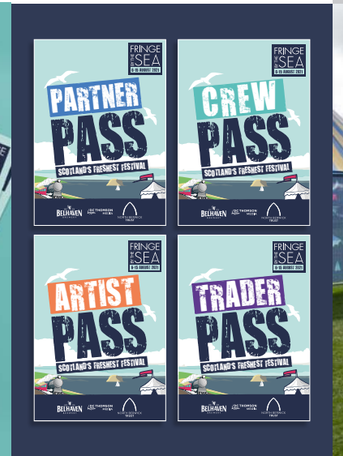
Fringe by the Sea

Brand creation and application
Asset creation • Website design
Exhibition design • Campaigns





We have delivered the design and marketing for the annual arts festival in North Berwick - Fringe by the Sea - since its inception in August 2008. The most recent festival was held in August 2021, featured more than 200 events, and generated £1.2m for the local economy.

Our work has included the identity and branding of the festival plus the design of all the corporate and promotional materials, including the festival programme, banners and signage, advertising (digital, print, outdoor sheets across the city, what's on boards and displays, bus backs and taxi wraps, and the design and build of the website (www.fringebythesea.com).

This has involved liaising with a number of stakeholders from different organisations to ensure all elements were completed on time, with relevant input from third parties.