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## Huddersfield Literature Festival reveals new branding and website created by Splitpixel for 2022

The award-winning Huddersfield Literature Festival has revealed its new branding, incorporating a fresh new logo, colours and a new more responsive website.

The new branding, designed and developed by Huddersfield-based digital agency [Splitpixel](#), showcases the Festival's new identity and enhances its commitment to accessibility for all. The new website will make it easier for festival-goers to find information about events and book tickets. Established in 2006, the Festival, last carried out a rebrand in 2013.

Dates for the next Huddersfield Literature Festival have been announced as 24 March – 3 April 2022 with the theme of 'One World'. The first name to be announced is performance poet [John Cooper Clarke](#), and tickets for his event on Sunday 3 April 2022 are now available for booking on the new website, with an Early Bird discounted ticket price offer.

Amy Waldren, Senior Designer at Splitpixel said: "Huddersfield Literature Festival wanted an update to their existing logo – something contemporary but not corporate. We refreshed the colour palette and introduced design elements inspired by the festival's 'Bringing words to life' tagline, with an abstract circular shape inspired by the turning pages of a book. It's smart, friendly and modern, with elements that can be adapted across different areas of the brand."

Greg Smuk, Technical and Sales Director of Splitpixel said: "We're really pleased that the Huddersfield Literature Festival chose Splitpixel to carry out its rebranding and website development. As fellow Huddersfield locals, we were proud of the opportunity to make our mark on one of the town's most exciting events. We understand how important the right branding and website can be in increasing traffic both online and to the events – the Festival is a key milestone in the local arts calendar and we hope that the new branding and our social media support will help to maintain the momentum of the Festival's success next year and in years to come."

Festival Director Michelle Hodgson said: “We are delighted with the new branding that local agency Splitpixel have created for us and we hope that everyone who engages with our Festival – audiences, performers, sponsors and partners – will find it easier to navigate our website and book tickets. The Festival programme is shaping up to be one of the most diverse and representative yet and we look forward to welcoming audiences to both in-person and online events next spring.”

The HLF website can be found at: <https://www.huddlitfest.org.uk/>

#### **Media contact**

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Hi-res mages are available upon request.

#### **Notes to Editors:**

##### **About [Huddersfield Literature Festival](#)**

Huddersfield Literature Festival (HLF) is an award-winning 10-day Festival held annually in the spring. A blended Festival of 50+ digital, outdoor and venue-based events, HLF champions accessibility, diversity and under-represented groups. Showcasing emerging writers and artists alongside major names, the Festival offers a diverse programme of author talks, workshops, discussion topics, performance poetry, multi-arts performances, wellbeing projects and family friendly events.

Innovative special projects and commissions, often inspired by local community partnerships, are designed to promote community cohesion, improve wellbeing and proactively engage with under-represented artists, performers and audiences. With many free and low-cost events, including some with live subtitling, and Access Guides to key venues, HLF promotes accessibility with a view to offering more opportunities for a wider range of people to enjoy arts and culture.

Established in 2006, HLF is a major fixture on the town’s cultural calendar. The Festival has been selected as a finalist in the prestigious Welcome to Yorkshire White Rose Awards on three occasions (2016, 2017 & 2020), and in 2017 won the Examiner Community Award for Arts.

