

Brand Consultancy Project – Museum of East Dorset



1. To consult and advise on the rebranding of the Trust (and its associated entities) to its newly agreed name, "Museum of East Dorset". Our primary objective is to refresh the brand and better communicate our vision and identity under its new name, in line with the mission and values of the Trust.
2. To enable us to deliver a strong, consistent brand identity across all functions and activities carried out by staff, members, volunteers and trustees at the museum and in the community.
3. To support us to have a congenial and robust brand, that fully reflects who we are, how we operate and how we support the community of East Dorset so that it acts as a conduit to support the long term success and viability of the museum.
4. To consider a refresh of existing brand identity and also to present a minimum of two other design options
5. Give consideration and recommendations to whether we require a new website or update the current one.

Background

The Priest's House Museum is an award-winning independent museum located in the centre of Wimborne Minster, Dorset. The museum is one of the jewels in the area, strong in community engagement, with a very active and well respected education programme and with significant collections, some of national importance. We serve communities across East Dorset, providing a wide range of outreach activities and learning programmes. The museum is an all-inclusive and accessible place for both visitors and volunteers. It is located in a Grade II* listed town house in the centre of the

town. It has a garden, dating back to medieval times, which is heritage-planted, and a popular tea room which leads out into the garden.

The museum was awarded Heritage Lottery funding in June 2018 for an exciting major re-development incorporating the East Dorset Tourist Information Centre that will transform our visitor offer and enable us to reach out to and engage with new audiences. The 'Revival Project' has a total value of £1.6 million including funds raised by the Trust. As part of the research and support there was extensive public consultation with immediate stakeholders in and around Wimborne which supported the HLF bid (not including about branding, marketing and sales).

In September 2019, a decision was taken by the Board of Trustees to change the trading name of the museum to "Museum of East Dorset". This trading name will be used for commercial, marketing and fundraising purposes. It reflects the collections and will help support the museum's longer-term business needs. The Priest's House Museum Trust and the Collections Trust will remain the legal entities behind the new trading name.

In part, as a result of this decision, new and/or refreshed visual identity elements need, as required, to be developed and created urgently to compliment the Design and Interpretation programme which is running alongside the Building Refurbishment programme. A new logo and Visual Identity will also inform the marketing communications, interpretation panels and signage associated with the re-launch of the museum, planned for late spring 2020.

Our Values

Underpinning the Trust's vision are its six key values that resonate daily across our wider ranging activities:

- Preserving and developing our heritage and knowledge for future generations.
- Using our collections to inspire and engage people of all ages with their past.
- Enabling people to discover and share their stories.
- Providing a public information service.
- Reaching out to communities across generations in East Dorset.
- Valuing people who work with and participate in the Museum.
- Improving and developing what we do and how we do it.

Requirement

To design a logo or mark i.e. logo (typography) +symbol for (the) Museum of East Dorset which can be used in a uniform manner to represent the museum (and the TIC) in both electronic and printed communications, to support all our marketing modes of delivery to a high standard.

Design requirements:

- The design must work consistently online, through social media and website, as well as equally offline through promotional materials.
- The design must be simple, elegant, clean and minimal and not too loud, bright, busy or cluttered. It needs to make us stand out from the crowd and draw new visitors to us and engage existing and further stakeholders better.
- Key items, we required support with consideration to include these words to promote key aspects of the museum in a way which is associated with the logo, mission, vision, values and cultural objectives of the museum

HOUSE GARDEN TEA ROOM

For example, we might want to include these words on the main exhibition panel as we walk through museum entrance and on advertising.

- Key wording, we are likely to want to be able to include the tagline “Engage with the past. Be inspired for the future.” Or something similar.
- Please explore a continuity option with the old logo (see note below). We appreciate this might not be the preferred option; however the Board of Trustees would like to see how the existing brand may be updated as a design option. Please could you start with current logo and brand we use on the letterhead and try the following:
 - Keep the “house” icon element
 - Keep the basic pantone colours and the lines and dots
 - Replace the Priest’s House element with the text “Museum of East Dorset”

Proposal requirements

Please can you provide at least **three design options** with your proposal for final decision of the Board and show how they would work on:

- Letterhead/basic stationery
- Business card/ volunteer member badges
- Web site templates / suggested
- A typical piece of literature or ad such as a museum guide
- Marketing email (suggestions on platform option)

- Social media
- Video

This project is outside the scope of the National Lottery Heritage Fund and the budget is moderate as such. Please break costs down in your proposal into the following elements as a minimum or further:

1. Logo design and supply of final version in suitable file formats for a range of uses
2. Basic guidelines for implementation (i.e. basic house style rules: key colours/accent colours, fonts, typography)
3. Electronic stationery templates: letterhead and continuation sheet (the latter can be adapted for press releases, invoices etc.
4. Suggested cost of website / templates
5. Suggested cost of possible videos

NB: Due to the reopening of the museum in late spring 2020, please confirm that you have capacity to be fully available in February and March, to ensure that the tight deadlines can be met. Please include as part of your proposal references of examples of small charities and social enterprises that you have supported with. Please also give detail as to your personnel and whom maybe supporting with this project.

Please can you make clear with your submission where you heard about the brief.

Closing Date for Submission: Monday 13th January / Sift date Tuesday 14th January

Interview/review meetings: Tuesday 21st January (Back-up day Wednesday 22nd January)

Please send submissions to David Morgan, Chairman e-mail: branding@priest-house.co.uk

For an informal discussion on requirements please contact James Webb, Director at the museum on 01202 882533 and/or email branding@priest-house.co.uk

