

SILK HERITAGE TRUST 'MACCLESFIELD MUSEUMS' REBRAND

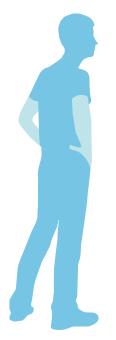
Client Profile...

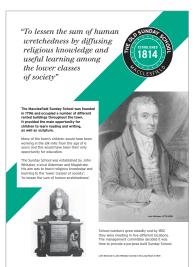
Macclesfield Museums play an important role in interpreting the town's history. This includes the fascinating silk story, from cocoon to loom, with the Silk Museum housed in an old Art School and with demonstrations using silk weaving jacquard looms at Paradise Mill. The Old Sunday School helps to interpret the wider history of the town including the story of this 200 year old building, with West Park being a purpose built museum to house the collections of the Victorian explorer and collector Marianne Brocklehurst and now displaying important collections of Egyptology.

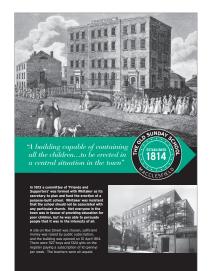
What We Did...

Taking the Silk Heritage Trust's brand as a starting point we streamlined the title of the collective to simply 'Macclesfield Museums' communicating the broad subject matter and collections of the four museums in the group which reaches far beyond just the silk story most commonly associated with the town. This was visually represented in the identities for each of the four museums, using building details and iconography to depict the particular element for each venue.

The supporting visual language, featuring vibrant, fresh colours and contemporary typography gives the group a striking new look and feel. Having established the foundations of the new brand identity, the first phase of implementation has begun. This includes revised literature and signage, plus a new exhibition celebrating the bicentenary of the Old Sunday School.









FACTS & FIGURES...

The museum roundels have been designed with flexibility in mind, able to carry different messages in the centre. Our coloured 'ribbon' can be used as a wayfinding device as well as a means of distinction between museums. The coming months will see Ingenious embark on a wider programme of activity with the Silk Heritage Trust.











TESTIMONY...

"Having 25 years experience of working in museums I have worked with lots of designers, and a number of things have particularly impressed me about working with Ingenious. First of all they 'get it' straight away, making a point of understanding the product and <u>listening to the client – the resulting</u> work, which we're absolutely thrilled with, totally reflects our vision for the future of the Trust."

