

The background image shows three young girls in red school uniforms with white collars. They are gathered around a large, open historical document or book, which is resting on a table. The girls are looking intently at the document, with one girl pointing at a specific part. The setting appears to be a museum or a library, with ornate brass fixtures and a window with stained glass visible in the background. The lighting is warm and focused on the girls and the document.

INGENIOUS

**CASE
STUDIES 06**

HELLO FROM INGENIOUS CREATIVE...

In this, our sixth case study mailer, we feature another museum client, the ever fascinating Manchester Jewish Museum, for whom we have created a new visual identity and a brand for their community outreach project.

MJM VISUAL IDENTITY

Client Profile...

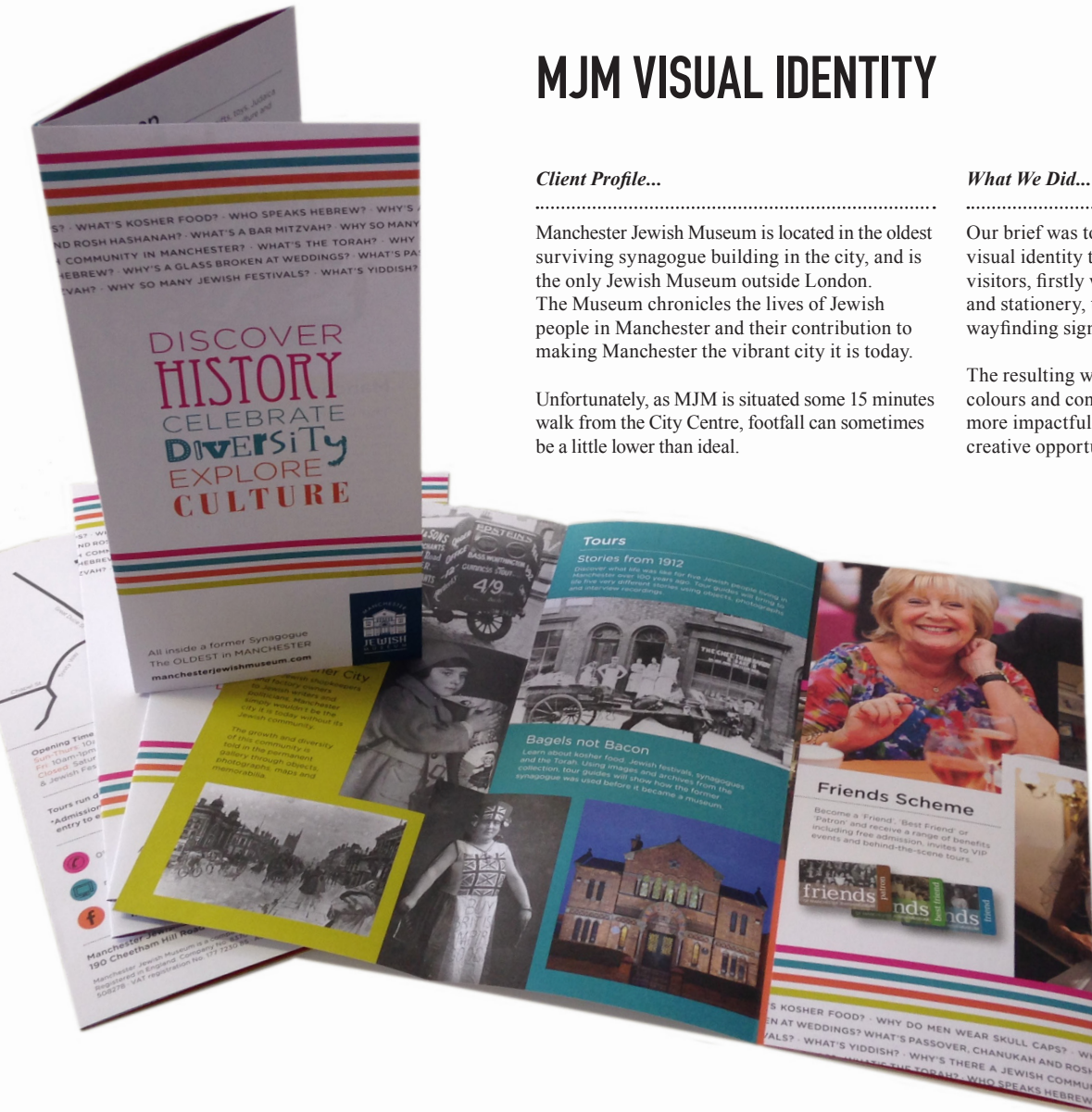
Manchester Jewish Museum is located in the oldest surviving synagogue building in the city, and is the only Jewish Museum outside London. The Museum chronicles the lives of Jewish people in Manchester and their contribution to making Manchester the vibrant city it is today.

Unfortunately, as MJM is situated some 15 minutes walk from the City Centre, footfall can sometimes be a little lower than ideal.

What We Did...

Our brief was to devise and implement a new visual identity to attract and engage potential visitors, firstly with an all-new museum leaflet and stationery, then carry the theme through to wayfinding signage at the museum itself.

The resulting work, featuring a range of vibrant colours and contemporary typography, is much more impactful and flexible, offering further creative opportunities going forward.



FACTS & FIGURES...

The 'tramline' device introduces the new MJM colour palette, and provides the underpinnings of the new visual identity. Wayfinding signage, a general interest leaflet and new corporate stationery featuring the new identity have all been rolled out. A refresh of the MJM website is one of the next projects Ingenious will be asked to deliver in the coming months.



SHARING STORIES

What We Did...

Sharing Stories is a new initiative for MJM. The client has created seven themes based around Jewish life and compiled a range of artefacts and photographs for each. These portable collections are available for the wider community to hire or for MJM to use on school visits and so forth.

Our job was to create the look and feel for the project, then deliver a range of supporting marketing collateral. To date, our work has encompassed popup exhibition stands, a series of 'picture pack' portfolios and graphics for the portable collection cases.



TESTIMONY...

"We're delighted with the new look Ingenious has created for the museum — it's bright, contemporary and eye-catching, capturing all the qualities we asked for in the original brief. It's been a pleasure working with Ingenious who always provide a flexible and professional service, meeting all deadlines and delivering on budget."

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WE HOPE YOU LIKED LOOKING AT OUR WORK...

We'd love to talk to you about what we could do for you and your brand.

In the meantime, you can find us here...

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VISIT OUR SITE

