

INGENIOUS

CASE STUDY 20

MACCLESFIELD MUSEUMS
**MUSEUM INTERPRETATION
& MARKETING COLLATERAL**

ingeniouscreative.com

ABOUT THE CLIENT...



MACCLESFIELD MUSEUMS PLAY AN IMPORTANT ROLE IN INTERPRETING OUR HOME TOWN'S HISTORY.

This includes the fascinating silk story, including demonstrations using silk weaving jacquard looms. They also helps to interpret the wider history of the town including the story of local woman, Victorian explorer and collector Marianne Brocklehurst, whose legacy is an important collection of Egyptology.

We have worked closely with Macclesfield Museums for many years, most notably establishing their brand identity back in 2012, including identities for (as was then) the four museum venues across the town. In recent years however, the structure of the group has changed, with the Old Sunday School no longer a museum venue and West Park museum undergoing renovations.

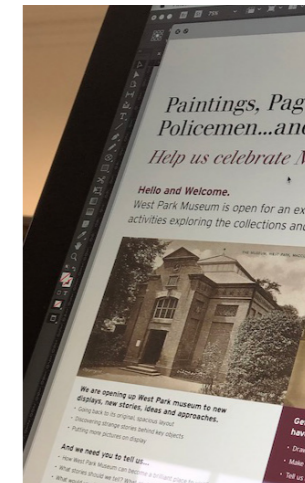
This necessitated the re-deployment of the various collections from across the four sites into a single venue, with West Park re-opening as a more flexible, community led space, but also telling some standout stories of the town's history.

Given this consolidation, the reorganisation of the core museum offers, and taking into account the challenging financial landscape for museums in provincial towns, we were asked to put forward ideas for what form the West Park interpretation might take, and how Macclesfield Museums could communicate their core offerings to their core audiences. As ever, cost effectiveness would be key, so our approach to both elements of the brief needed to deliver on a creative and financial level.

Above: Ingenious Creative's 2012 brand development work. Below: West Park Museum. Below right: The Silk Museum



THE STARTING POINT...



As with any project, everything begins with a pencil and layout pad! Not until we've got the potential direction(s) in place do we go near a mac... Here you can see snippets of our work as it developed.

HAVING WORKED WITH THE CLIENT EXTENSIVELY, OUR ORIGINAL BRAND IDENTITY TO BEGIN WITH WAS A GREAT PLACE TO START.

Given the changes in the structure of the Museum group, and with one eye on how the structure might evolve further in the coming years, it was sensible to lead with the parent brand, rather than any of the 'venue' identities.

The three key audiences we were asked to communicate with were 'families', 'schools' and 'groups'. Whilst the core themes the museum wished to communicate were largely the same throughout, the relevance for each was slightly different, plus of course there were several items of information only relevant to one audience.

This led us to consider different delivery mechanisms for each audience, with two different pieces of print being chosen for the first two, and a digital only interactive PDF for the groups audience.

With two projects to consider in parallel, creative execution was designed to complement each other, closely following the brand guidelines we established previously.

Some evolutionary work was carried out, however, most notably a new serif headline font to sit above the sans-serif body copy font used throughout. Furthermore, whilst we retained the brand's colour palette, this was originally designed to be venue specific, so we decided to be less rigid about this, and also to broaden the range.

The resulting work can be seen overleaf.





WHAT WE DID...

LARGE FORMAT PANELS DISPLAYED ON EASELS THROUGHOUT WEST PARK MUSEUM MADE UP THE MAIN INTERPRETATION, WITH A SECONDARY RANGE OF OBJECT LABELS DESIGNED TO MATCH THE MAIN PANELS

Interpretation included both general information and instructions for an interactive based on four key exhibits, each representing one of the key 'Macclesfield Stories' we were asked to communicate. The overall creative execution was also carried through to the marketing collateral, including leaflets for schools and family audiences, plus a selection of posters and flyers promoting a programme of activity for the school summer holidays.



Images show our completed panel designs plus print samples of our 'families' and 'schools' leaflets.

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