

# **Unlocking the Potential of the Old Gaol: Reconnecting Ely Museum with its Audiences.**

## **Brand Identity and Building Signage Design Brief**

### **Introduction**

This document outlines the scope of works and requirements for the Brand Identity Design and Building Signage Design for the new Ely Museum.

This is a tender for professional design services. This is not a tender for print-ready artwork, printing or sign fabrication.

Ely Museum is seeking professional graphic design services to create a new Brand Identity Design and new Building Signage Design for the new Ely Museum.

### Unlocking the Potential of the Old Gaol: Reconnecting Ely Museum with its Audiences

Ely Museum is currently undergoing a £2.2 million redevelopment. In December 2018 we were awarded a £1.66 million grant from the National Lottery Heritage Fund which forms the core of the funding for this project. The capital project is due to complete in Autumn 2020 with activities running until Summer 2021.

The transformational project has six primary objectives/ aims:

- a) Reconnect Ely Museum with its audiences, providing a heritage hub to locals and tourists and introduce them to the history of the area.
- b) Re-imagine galleries and provide welcoming visitor facilities, so creating an engaging destination for local communities, schools and visitors to the area.
- c) Signpost resources and trails which will encourage further exploration of the district.
- d) Enable the museum to become a facilitator to those who wish to explore the local history, working with community groups to research their own heritage and empowering them to express this through events and exhibitions.
- e) Programme outreach activities for schools and communities, reaching new audiences while building stronger connections with existing visitors.
- f) Develop an exciting series of events and exhibitions to welcome visitors to the new museum and demonstrate its role as a community space for the people of East Cambridgeshire and a strong partner in Ely's tourism offer.

### **Who we are**

Ely Museum is a local history museum and registered charity (number 1156024).

The Museum is housed within a Grade II listed building, which is best known for housing the Bishop of Ely's gaol from c.1679 until 1836. The site also encompasses a paved yard, which was used by the felons for their exercise. The building has a small modern extension which houses the education room, visitor facilities and store. Also, the older part of the building currently includes two temporary exhibition areas, a small shop and two offices.

The Old Gaol building is leased by the CIO from East Cambridgeshire District Council, who own the building and the site. The Old Gaol building contains within it evidence of its former uses such as a prisoner's graffiti and a disused spiral staircase. It is of great value to the local community as a source of knowledge about the history of Ely as well as its more general historic and architectural interest.

Within the Grade II listed area of the Museum are nine galleries, telling the story of the Isle of Ely and surrounding district from the Jurassic to the 20th century. The displays include part of the Museum's Collections, with the rest being in store. The Collection of approximately 4000 items covers local geology, archaeological finds from prehistoric, Roman, Anglo-Saxon, medieval and post-medieval periods, social history items relating to domestic life in East Cambridgeshire, fenland traditions and lifestyle including farming and drainage, local trades and the second world war period.

The museum is managed by a curator, Elie Hughes, who is the main point of contact for this work and the Project Director.

## **Brand Identity Design**

The current museum logo was designed over 15 years ago. The wider brand identity and guidelines were refreshed to include colours and fonts in 2014.

We want to have a new identity for the newly redeveloped museum. Our new identity needs to reflect the following core values:

- Welcoming
- Professional
- Locally Distinctive

Our current identity includes a logo of an Eel Gleeve. Eel Gleeves were historically used to catch eels by spearing them. We like the Eel Gleeve symbol and believe it is iconic and a key part of the heritage of Ely and its surroundings. Therefore, we do not necessarily require an entirely new symbol. The current symbol could simply be re-drawn and updated to work better across both print and digital marketing and comms. However, we are also open to exploring proposals for a new symbol and/or logo.

Our Brand Identity needs to be for the museum and for our visitors (both current and new).

Our identity is part of our 'public face'. It must reflect who we are and what we are about. It must help ensure the museum is visible in the Museums & Heritage sector both locally and nationally. We need to be visible on the street, online and in print.

The new identity must be compatible with both printed and digital communications and guidelines for its use should include how the identity is expressed in print and online.

Our new Brand Identity Design must include the following items/assets:

- A logo (logotype, symbol, identifying mark)
- A distinct and pragmatic colour palette
- An approach to type and typography including choice of fonts
- A tone of voice (an approach to words, language and how we communicate)

- A visual mood board (an approach to imagery)
- Templates for letters, compliment slips, business cards and notices
- Guidelines for using and implementing the above

## **Building Signage Design**

One of the most visible outputs of the new brand identity at the new museum will be the building signage. In tandem with the new brand identity design we require designs for building signage (both exterior and interior). This is a key part of identifying the building, welcoming visitors to the new museum and directing them around the building.

The new building signage should be an expression of the new identity and should communicate in a tone of voice and visual manner that upholds the values and design structure created as part of the new identity design.

The building signage design will need to be developed in coordination with both the project architect (HAT Projects) and exhibition design team (Simon Leach Design). A provisional list of signs has already been identified by the project design team for the purposes of this tender.

In summary, we require the following types of signage:

- Exterior name signs on side of building
- Entrance signage
- Information signage (What's On, etc)
- Interior directional signage
- Interior door signs

This is a summary list only. The successful applicant will be required to audit the current site and plans as part of the first stage of works, in order to determine a full list of signs. Note the site will be a working building site from September 2019.

The museum building has a Grade II Listed status. Materials and fabrication techniques must be sympathetic to both the original Listed building and to the new architecture by HAT Projects. Fixings, materials and techniques will be subject to approval by the wider project team.

Planning permission and advertising consent will be required for exterior signage. The client team is responsible for securing permissions and for managing/administering communications with the relevant and appropriate authorities.

## **Experience requirements**

We are seeking to appoint a consultant and / or a consultancy who can demonstrate the following:

- Ability to be flexible and work collaboratively with a small team of staff and volunteers
- Demonstrate excellence in graphic design and visual communication

- Demonstrate an understanding and experience of working with exhibition designers and architects in listed buildings
- Have a pragmatic and creative response to limited budgets
- Experience of working with museums and/or understanding of the heritage/cultural sector

## **Budget and programme**

The budget for this work is £10,000 +VAT.

This is for both the Brand Identity Design and Building Signage Design. Applicants will be expected to provide a cost breakdown indicating costs for all resources and activities, as well as their own time and travel expenses across the programme of work.

This fee is to cover the following activities and tasks:

- Attend a start up meeting with the client team and project team on site.
- Attend regular meetings with the client team to ensure an iterative process of design development, approvals and sign-offs.
- All design activities including but not limited to concept design, graphic design and 3D technical design, final artwork for signage.
- Copywriting for brand voice.
- Initial image research and/or commissions for brand imagery including copyright/ image usage permissions.
- Preparation of sign schedules and shortlisting of suitable fabricators and production contractors for delivering the signage elements.
- Overseeing the signage fabrication and installation.

Key project dates:

1/9/19	Museum Closes to public
23/9/19	Main basebuild contractor starts work
1/12/12	Building Signage advertising consent deadline to submit
March 2020	Building Signage Installation
June 2020	Main basebuild works expected to be complete
June 2020	Exhibition fit-out contractor starts work
July 2020	Marketing and comms campaigns commence
Sept 2020	Open to the public

Please provide a programme of work that covers the following:

Brand Identity Design concept design proposals  
 Brand Identity Design approval of concept  
 Brand Identity Design final design review  
 Brand Identity Design guidelines document ready for final review  
 Brand Identity Design complete and ready to use

Building Signage list of signs and sign types confirmed  
Building Signage concept design proposals  
Building Signage approval of concept  
Building Signage final design review  
Building Signage advertising consent last deadline to submit  
Building Signage installation

### **Particulars of appointment**

The final report will be copyright of Ely Museum.

Unless stated otherwise, payment terms will be 30 days from receipt of invoice. Invoices are to be made out to/ addressed to Ely Museum CIO but submitted to the Project Manager, who will review and issue a payment recommendation accordingly.

Please provide details of your Professional Indemnity Insurance. Confirmation of this insurance cover is required prior to appointment.

The intention is that the appointed Consultant will execute a Consultancy Deed in favour of Ely Museum CIO.

### **How to apply**

**Applications must be submitted no later than midday on 30/8/19**

The closing date for questions is 27/8/19.

**It should be noted that Ely Museum is closing to the public on September 1<sup>st</sup>, so any opportunities to visit the museum while in full operation would need to take place before this time.**

Applications should include a proposal outlining methodology for approaching this project and deliver it according to the timescales and budget. Please cite examples of previous similar work, a schedule for fee invoicing and include at least two references.

Send applications to Sara Adderson at

Post: Ely Museum  
The Old Gaol  
Market Street  
Ely  
Cambridgeshire  
CB7 4LS

Email: [sara@elymuseum.org.uk](mailto:sara@elymuseum.org.uk)

## **Contract award criteria**

### **Price (40%):**

The lowest compliant tender with appropriate resource allowances will receive the full award of 40%. Other tenders will be scored on the basis of their tender sum compared against the lowest tender as a portion of the 40%; weighting (40)

### **Quality (60%):**

- Experience of the proposed team/ lead person – this will cover an assessment of the qualifications and relevant experience of the nominated individuals/ team: weighting (40)
- Methodology/ approach for undertaking the role giving consideration to and demonstrating understanding of the particular nature of the project: weighting (20)

## **Interviews are likely to take place in the second week of September**

Ely Museum is not required to accept the lowest or any application.