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LJ

Birmingham Museums Trust

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Core brand proposition

Birmingham Museums Trust manages an eclectic mix of **nine unique** heritage sites. It safeguards priceless, **internationally significant collections** of art and artefacts – including and the world's **finest civic collection** of Pre-Raphaelite art – for the enjoyment and education of local people, academics and visitors from around the world.

Throughout history, from its days as a powerhouse of industry to its role in the intellectual explorations of the Lunar Society, Birmingham has been at the heart of global **industry** and **invention.** Today, the captivating legacy of this trailblazing past is waiting to be discovered all around our vibrant, welcoming city.

The **compelling stories** of the men and women who shaped the modern world are retold in our museums, galleries, historic buildings and attractions. Now it's your turn to delve into these extraordinary stories, **experience** the thrill of discovery and add **your own story** to Birmingham's epic saga.

Brand strapline

LJ

His Story. her Story. your Story

Stories from history of industry and invention

Stories from today

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Tone of voice

We are...

...historically and factually correct, insipring, intriguing and interesting for the culturally aware audience and culture vultures.

... intriguing, fun and engaging for the younger audience with plenty of humour an appropriate amount of gore! Horrible Histories meets TVs Deadly 60.

Weoley Castle

The ruins at weoley Castle are over seven hundred years old and are the remains of the moated medieval manor house that once stood there.

Thinktank

CAUTION: Risk of bright sparks

ENTER AT YOU OWN RISK: FLASHES OF INSPIRATION LIKELY

Step back in time, without stepping over dead bodies

Soho House

Home of the infamous Matthew Boulton in the 18th century

IN 1785 THE FIRST BIRMINGHAM BALLOON TOOK TO THE SKY

Aston Hall

Murder, missiles and misadventure – but that's all in the past

Today its just the kids running riot. We think the bloodthirsty soldiers have gone.

We are not....stuffy, dull, boring, exclusive etc

Brand values

Ingenious our teams of dedicated experts continuously find new ways to bring history to life, taking visitors on surprising journeys of discovery.

Inclusive we strive to make our collections and attractions accessible and appealing to the widest possible audience.

Inimitable we safeguard unique, priceless collections and places, which support pioneering academic, scientific and artistic exploration.

Imaginative we present our collections creatively, telling the stories of Birmingham's place in world history in stimulating and memorable ways.

Fun we aim to give visitors of all ages a great day out, by making our attractions exciting, interactive, intriguing and entertaining.

Ambitious we are determined to become the best museums service in England, with an international reputation for excellence.

Resourceful our curation, conservation, education and customer-facing specialists use their expertise and resources to create outstanding visitor experiences.

Concept one - Leaflet spread



From gory days to glory days!

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Come and tell us *your stories*





"My kids loving the easter egg hunt at sarehole mill today."
@karenjones

"Kids fighting again, luckily just playing around at woeley castle"
@liam_rocks





"Family day out at woeley castle"
@sarahcole

Concept One – Advertising product level



