



CASE STUDY

Ashmolean Museum

The Ashmolean Museum Oxford is one of the UK's most visited museums. Home to half a million years of human history and creativity, from ancient Egyptian mummies to modern art, and much more. Founded in 1683, the Ashmolean holds a unique place in museum history as the world's first public museum.

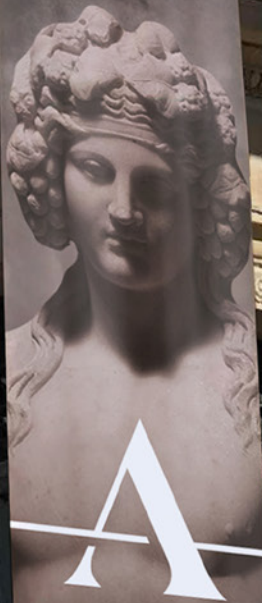
Having carried out a brand audit, we worked with the Ashmolean to create a new aligned brand strategy and identity. Our resulting creative solution is designed to help guide audiences through the museum's world-class collections and exhibitions, 'Sharing people's stories across cultures and through time'.

The 'A' logo device with its extended crossbar (inspired by the concept of a timeline), creates a bold, distinctive symbol for the Ashmolean, a shorthand mark, recognisable at small sizes and from distance. Creating a cornerstone for typographic layouts, the logo signposts key information, dates, events, art or artefacts.

The approach creates a distinctive but flexible Ashmolean brand style, the logo's change in position allowing layouts to vary, from left aligned to centred and even vertical. Created for the digital age, the brand identity comes to life through moving image, working across digital platforms and information screens.

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