**Museum Development Network and Museum Development in England**

**Logo design brief**

**September 2020**

Background:

*Museum Development Network* (MDN) is a network of all national Museum Development providers and practitioners in England, Scotland, Wales and Northern Ireland.

MDN’s overarching goal is to support diverse, inclusive and innovative museums that welcome people from all backgrounds. Together we create a thriving museum sector by raising standards, driving excellence and supporting people working in museums.

Arts Council England, Museums Galleries Scotland, the Welsh Government (Museums, Libraries and Archives Division), and Northern Ireland Museums Council invest in Museum Development. There are 12 programmes across the UK comprised of one in each of the 9 English regions, Scotland, Wales and Northern Ireland.

The Museum Development programme in England is a national programme is delivered in the nine English regions by a Museum Development provider (<https://museumdevelopmentnetwork.org/programmes/>). Each regional programme has national strands and regional variation designed in response to the needs of local museums.

Broadly speaking, the Museum Development programme includes advice, guidance, training, programmes and the administration of small grants. The focus of the support is museums participating in or working towards Accreditation, the UK industry standard (<https://www.artscouncil.org.uk/supporting-arts-museums-and-libraries/uk-museum-accreditation-scheme> ) which are not in receipt of funding directly from government (National museums) or Arts Council England (National Portfolio Organisations). The museums supported by Museum Development range from small heritage sites run by volunteers, to specialist university museums, local authority services with encyclopaedic collections, historic houses, art galleries and independent museums.

The aim of these interventions is to help museums to strengthen their governance, collections management, learning and engagement activities, workforce and commercial operations to increase the quality of their work and their relevance to the communities they serve.

In Scotland, Wales and Northern Ireland, the museum development programmes are not out-sourced in the way it is in England. Museum development is delivered directly by the three strategic agencies. Further information is available on the website: https://museumdevelopmentnetwork.org/

The brief:

MDN is seeking a designer / design agency to develop 2 distinct logos: a new logo for the Network and a separate logo for Museum Development in England.

Each logo should have a distinct design that reflects the nuanced difference and connection between the national Network and the Museum Development Programme in England. The logos should also capture the work and values of the Network / Programme.

Artwork should be provided in full colour and white-out versions in the following formats for high and low resolution use:

* Adobe Illustrator file (or equivalent)
* EPS and SVG vector files
* PDF

Both logos together with accompanying brand guidelines should be delivered by 1 February 2021.

Budget: £1950 (inclusive of VAT)

How to apply:

Proposals should be no more than 4 sides A4 and include links to examples of relevant design work. Please submit your proposal by 23 October 2020 to Jennie Pitceathly, MDN Coordinator [mdn@museumdevelopmentnetwork.co.uk](mailto:mdn@museumdevelopmentnetwork.co.uk)