



PLOTTING A NEW COURSE:
OUR BRAND



WHY WE'RE CHANGING TACK

We've been thinking hard about our brand. And yes, that includes the logos we use, and the colours we choose.

But modern branding goes much deeper than that. So we've been asking serious questions about why we're here, what we want our visitors, partners and funders to think of us, and how all those experiences link together.

We have become a National Museum Group, with thousands of great stories to tell. But there are many other museums, galleries and destinations competing for the attention of the same audiences, and same supporters.

As we move forward with a new five-year strategy, the time has come to relaunch what we're saying to our staff, suppliers, stakeholders and visitors – and how we present ourselves.

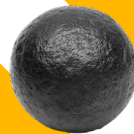
Ready to get under way?

NEW HORIZONS

You can't explain your brand to others until you understand it yourself. And in our case, with multiple ships, sites and stories we needed something simpler and stronger at the core of our brand to help everyone know what we stand for.

It begins with a clearer long-term vision of what we are aiming to achieve: *Linking Navy and Nation* with inspiring stories and experiences.

In addition, we've been working hard to agree what we call a core 'brand narrative' – something that can capture the importance and sheer humanity of what we collect, curate and celebrate, but do it in a way that is honest, and authentic.





LINKING NAVY TO NATION WITH INSPIRING STORIES AND EXPERIENCES

Brand narrative

Through times of war, peace and uncertainty, across eras of expansion and exploitation, spanning moments of national jeopardy and jubilation, the Royal Navy has been ever-present.

Our museums and ships bring to life the centuries-old marriage between the Royal Navy, Britain's identity as an island nation and its lasting impact on the world.

We reveal the untold adventures and unvarnished realities of the men and women who have served on, below and above the waves. The pirates, pioneers, sea soldiers and aviators, the explorers, commandos, citizen sailors, submariners and scientists who operate now from seabed to space. We capture their courage, sacrifice, humanity and fallibility – told in the very ships, aircraft, boats and places where history happened.

Guided by our commitment to excellence, authenticity and inclusion, we engage audiences with the stories that continue to shape our diverse culture – and which belong to everyone. By sharing, questioning and illuminating this on-going history, we invite people to climb aboard and be part of it.

Read those three paragraphs back, and you'll see that each paragraph does something different, but equally important. First, our unique role in defining a nation. Then we make the case for real, believable, human stories. Finally, we ask our audiences to get engaged, and get involved.

THE VALUE OF VALUES

Values matter. They're more than words on a page; they influence how we make decisions, how we collaborate, and the experiences we create for everyone who connects with us. They keep us focused on what truly matters.



Teamwork

Working together

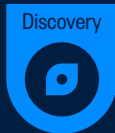
To create a community – a sense of place, purpose and belonging. We actively collaborate, find joy in working together and put visitors at the heart of our teamwork.



Impact

Making a difference

To develop our reputation and relevance as a trusted voice of authority, we focus on what matters and getting results.



Discovery

Being open-minded

To grow and diversify our audiences we ignite curiosity, encourage new ideas and perspectives.



Enterprise

Embracing opportunity

To build a stronger financial future we are resourceful, robust in our assessment of return on investment and seize commercial opportunities.



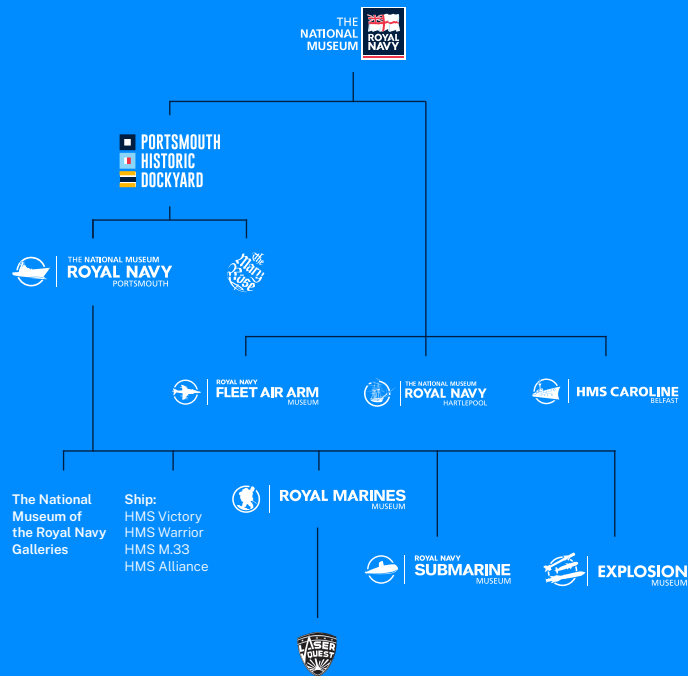
THE CASE FOR CHANGE

The National Museum of the Royal Navy has grown steadily, successfully, and organically.

But this brand wasn't always coping with the demands of six sites, new ships and multiple galleries, displays and exhibitions.

We tried to make what we had flex to each new requirement, but didn't always work as intended. If you pause to look at other museum networks, the best of them have names and visual identities that are simple, distinct and memorable. We knew we could do better.

In order to succeed, at a local, national and international level, it became clear that our brand needed to change.



A NEW NAME AND LOGO

Our old name, the National Museum of the Royal Navy, was always unwieldy. And as with all long names, it quickly became an acronym – NMRN – but one that was not easy to say.

So we've shortened our name to just three words: Royal Navy Museums. And in consultation with our internal teams, stakeholders and focus groups of our visitors, we've carefully crafted a new logo. This takes its cue from Royal Navy flags and the Royal Ensign to create something new, which appears to flicker and flutter in the wind.

It comes in multiple colours, both static and animated, but at its heart it is a compellingly simple and iconic mark that is central to our new brand.



FLYING A NEW FLAG

Because our new logo is so simple, we're confident that it will quickly help us to do many things.

For those who didn't know who we were, we will quickly make a mark. For our multiple sites we will be able to use it next to museum names, ship names and gallery names without difficulty. For our visitors we will show that – just as the Imperial War Museums, Tate and V&A have done – we are a national network, with many destinations within a 'family' of brands.

And when we create new experiences, exhibitions and products, we will have a clear template that we can work to, and will still be part of that family.



HMS TRINCOMALEE



HMS CAROLINE



EXPLOSION



SUBMARINES



HMS VICTORY



HMS M.33



NAVAL AVIATION



HMS WARRIOR



ROYAL MARINES
EXPERIENCE



HARTLEPOOL

SENDING **RESPECTFUL** SIGNALS

It's important that we have a brand strong enough to catapult us into the top tier of national museum brands. But it's equally important that we are a team player that co-exists with others.

So, when we're the primary brand in advertising or communications, our project partners will follow, or when lined up, our logo will be the first of several. These rules apply when working with donors, funders and sponsors.

Conversely, if a brand such as Portsmouth Historic Dockyard is leading, we will follow with our partner, the Mary Rose, as shown opposite.

The same principles of mutual respect apply to all of our partnerships and joint venture including the Royal Navy, MOD and others. We've worked closely with Royal Navy throughout the creation of the brand, receiving their guidance and approval. And now the way forward is clear: our museum will learn from and tell the stories of the Royal Navy, rather than speak for them.



FONTS WITH A HISTORY

Going forward, it's important that we present ourselves as a modern, vital brand that the public wants to visit, and partners wish to support.

Yet we're often showcasing and sharing stories that are decades and centuries old –and we know that our ability to encapsulate and embody history is vital to who we are. So we've carefully chosen typefaces that will help us tell those stories.

The type family that will take the lead is Founders Grotesk –a modern interpretation of Victorian-era fonts –and comes in condensed and regular widths. These fonts add just a hint of history without slipping into the old fashioned and outdated.

Our back-up, body copy font is Public Sans –a freely available font that has been extensively tested for its legibility and accessibility.

Headline typeface

**FOUNDERS
GROTESK**
X-CONDENSED **SEMIBOLD** & REGULAR

Standfirst

Founders Grotesk
Condensed regular

Bodycopy

Public Sans
Bold, SemiBold,
Regular, Light

CENTURIES OF COLOUR

As we developed our flag logo and began developing our design system, we realised that the rich graphic history of the Royal Navy was a treasure trove we could use.

We knew immediately that we needed a navy blue, a white and a red. And as we looked harder at signal flags and semaphore, we added a yellow, and a mid-blue. We don't use black, as our dark blue is enough, and like the Navy itself, we avoid green.

Our ships have been signalling with just a few colours for centuries. So we will too.





PENNANT BASED SYSTEM

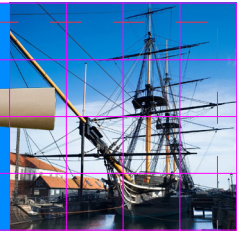
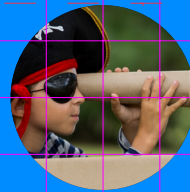
Just as signal flags and pennants have inspired our colours, they have inspired our layouts too.

By echoing the simple geometry of pennants, and building a toolkit of squares, stripes, triangles and circles, we've created a design system that is easy to apply, and looks instantly 'navy'.

Below is an example of how the new design style can work.

WALK THE
PLANK THIS
EASTER

ROYAL
NAVY
MUSEUMS



Step into the world of **Horrible Histories**® Pirates, packed with interactive fun, pirate lore and adventures.

OUR UNIQUE VOICE

The words we use are just as important as our images.

We've been developing a tone of voice that allows us to speak in an authentic way. The fact that submariners stored their beer in the torpedo tubes instantly adds humanity to their stories. HMS Caroline survived the Battle of Jutland – that makes her a great survivor. HMS Trincomalee helped quell riots, stop invasions and fought slavery, which makes her story that much richer.

There are hundreds of words and phrases that began on ships then crept ashore. But, like most puns and clichés, we should use them carefully. Asking a family audience to 'walk the plank this Easter' is perfect for a poster, but not for an annual report.

And it is important that we speak about the Navy rather than on behalf of it. We will do so respectfully but will challenge where necessary – to reflect different perspectives and the Navy's own debates about the past.

ALL ABOARD!
FOR 500 YEARS OF NAVAL HISTORY

WALK THE PLANK. THIS EASTER

**“FIRE TORPEDOES TWO AND FOUR!”
BUT TAKE THE BEER OUT FIRST**

VICTORY! BUT AT WHAT COST?

BRINGING IT ALL TOGETHER

The first iteration of the brand in a physical form will be seen in the Boathouse 6 project and the new Royal Marines Experience.

This space offers a tangible example of how the brand can be applied with impact and subtlety. Our branding agency and exhibition designers are working closely to seamlessly weave the brand into the circulation spaces of the museum — from signage and wayfinding — and to nod to it within the exhibition itself.

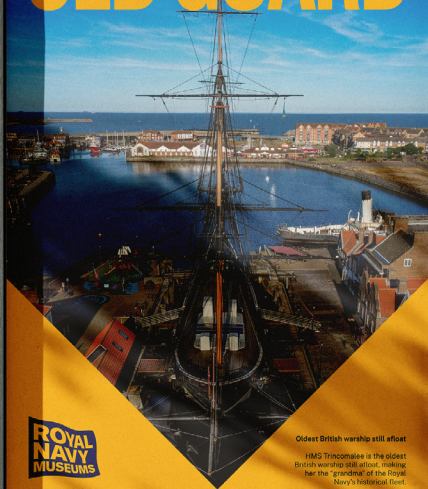
This approach reflects how we'd like to see the brand expressed in physical environments moving forward: integrated, confident, and respectful of context.

ROYAL NAVY MUSEUMS
NAVAL AVIATION

What every self-respecting battleship feared the most?
A rickety wooden biplane.

The huge battleships of the early 20th century became endangered by the simplest and most basic planes carrying torpedoes.

OLD GUARD



ROYAL
NAVY
MUSEUMS

HARTLEPOOL

Oldest British warship still afloat

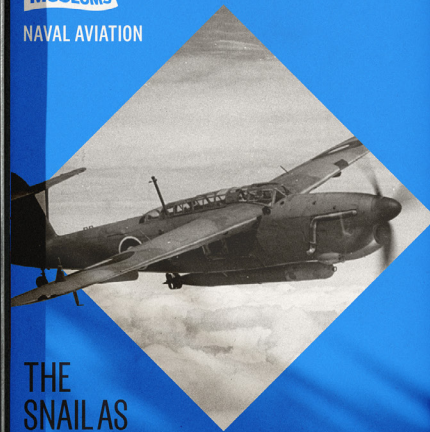
HMS Trincomalee is the oldest British warship still afloat, making her the 'granddaddy' of the Royal Navy's historical fleet

Plan your visit at rnm.org.uk

ROYAL NAVY MUSEUMS

ROYAL
NAVY
MUSEUMS

NAVAL AVIATION



THE SNAILAS FAST AS A BARRACUDA

Remarkably 2900 mph every second fast, but the Barracuda was slow for an aircraft, and was affectionately described by pilots as 'snails... for a war!'

Book your visit at rnm.org.uk

SET SAIL

We hope you agree that the ideas and approaches planned out in this short booklet represent an exciting future for Royal Navy Museums.

Our new brand will play a vital role as we continue to grow, and dovetails with the strategic plan that has been developed in parallel. If we use it creatively, and consistently, within a year we'll have begun to transform the way we look, and the way we speak.

Thank you for reading this, and if you have any questions or need help applying our new brand, please don't hesitate to ask.

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