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IWM Launches New Brand

The Imperial War Museum (IWM) is launching a new brand from October 2011. Working with brand strategists, Jane Wentworth Associates, and creative agency, Hat Trick, the Museum has created a brand which places IWM's remarkable collections at its core in order to tell vivid personal stories and convey powerful physical experiences which engage people of all ages with the issues of modern conflict.

The new brand was developed following an extensive review of the existing IWM brand in order to build a stronger and more focussed identity for IWM to increase its presence and power in the marketplace. Audience research showed that while there is a general loyalty and warmth for IWM with high levels of visitor satisfaction, people sometimes find the Museum's offer fragmented and are confused by mixed messages and a lack of consistency across the five museums.

The new brand brings the IWM family together under the initials IWM (to stand for Imperial War Museums), which will enable IWM to have greater impact in the market place and a consistency across all its branches.

A distinctive and flexible new mark and visual identity have been developed, which encapsulates the brand and the overwhelming force of war.

The split blocks, or fragments of the new mark, reflect the force of war to shape people's lives. The mark also strongly emphasises the IWM name and ties each of the branch names to the IWM masterbrand.

The graphic angles taken from the mark helped create a powerful visual language, a refreshed colour palette, more coherent typographic style and clearly defined imagery guidelines.

Diane Lees, Director-General of IWM said: 'The new brand is part of ongoing work to ensure we remain relevant to all our audiences in the 21st century and are in the best possible position to compete in today's market place. IWM was established in 1917 to collect and record everybody's experiences of the Great War, which was still being fought. In many ways our new brand takes us back to this original purpose by focusing on our collections, which are made up of the everyday and the exceptional, drawn from people of all walks of life.'

The new brand will be rolled out gradually across IWM, starting with the promotion of the new exhibition *Shaped by War: Photographs by Don McCullin*, which opens at IWM London on 7 October. The brand will be fully embedded in time for IWM's major commemorations to mark the centenary of the outbreak of the First World War in 2014.

Ends

For more information please contact Laura McKechnan at IWM on lmckechnan@iwm.org.uk or call 020 7416 5311

Notes to Editors;

IWM

IWM (Imperial War Museums) tells the story of people who have lived, fought and died in conflicts involving Britain and the Commonwealth since 1914.

Our unique Collections, made up of the everyday and the exceptional, reveal stories of people, places, ideas and events. Using these, we tell vivid personal stories and create powerful physical experiences across our five museums that reflect the realities of war as both a destructive and creative force. We challenge people to look at conflict from different perspectives, enriching their understanding of the causes, course and consequences of war and its impact on people's lives.

IWM's five branches are **IWM London**, with six floors of exhibitions and displays; **IWM North**, housed in an iconic award-winning building designed by Daniel Libeskind; **IWM Duxford**, a world renowned aviation museum and Britain's best preserved war-time airfield; **Churchill War Rooms**, housed in Churchill's secret headquarters below Whitehall and the Second World War cruiser **HMS Belfast**.

2014 - 2018 marks the centenary of the First World War, a landmark anniversary for Britain and the world. IWM will mark the centenary by leading a vibrant, four year programme of cultural activities across the country, including the opening of brand new First World War galleries at IWM London in 2014. For more information visit www.1914.org