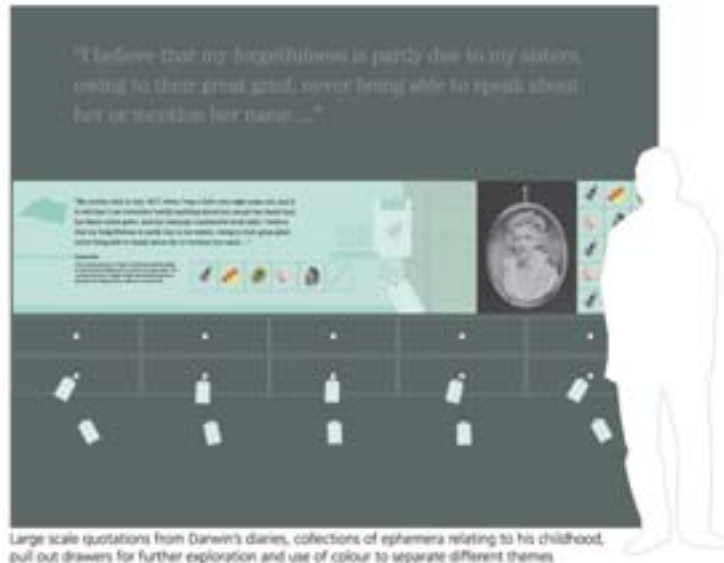


EXTENDING BRAND VALUES



Large scale quotations from Darwin's diaries, collections of ephemera relating to his childhood, pull out drawers for further exploration and use of colour to separate different themes



Open book pictogram to highlight diary inserts, graphic illustrations to support stories being told and key objects in showcases integrated into graphic band



Graphic language inspired by the process and method of collecting



Darwin
SHREWSBURY

Colour palette derives from the developing identity and the choice of two contrasting typefaces, one designed in the 19th century and the other contemporary, highlight Darwin's relevance and profound significance both then and now



Century book Century light *Century italic* Century bold

Frutiger 75 black Frutiger 55 roman Frutiger 45 light



"The passion for collecting, which leads a man to be a systematic naturalist, a virtuoso or a miser, was very strong in me, and was clearly innate."

Labelling and other interpretation mimics how collections are documented and systemised e.g. stickers to seal bags containing specimens, baggage type labels and small numbered cards

The concept of graphic thought bubbles reflect the development and growth of Darwin's ideas as he grew from child to man

Manipulation of scale and use of a magnifying glass icon to highlight objects and imagery which are key to the story of Darwin's childhood

7 - A LIBERAL HOUSEHOLD



- Kitchen, Servants' Quarters and Outbuildings
- The liberal family approach
- Friendship with the staff
- House, garden and farm
- Running the household and farm
- Key relationship with head gardener
- A whole outer world to explore
- Use of adapted outbuildings for experimental hands-on science, demonstrations, family room, education room

