

Congleton Museum's Digital Renaissance: A New Brand and Website

Congleton Museum have had a digital makeover with a brand-new website, new logo, and branding.

The fresh look reflects Congleton Museums core values and the heart of the organisation. The museum is all about preserving history, celebrating heritage, and bringing the past to life in the most accessible way possible.

Why have Congleton Museum updated the website and created a new brand?

Congleton Museum secured £15,000 in funding from The Enclosure Trust, and £750 in funding from Congleton Town Council to help fund the project which ran from January to July 2023. Digital Agency, Four, were hired to help the museum modernise the website to attract to a wider audience and become more user friendly. The previous website had become outdated, and was therefore in need of a makeover. Co-creation sessions with members of the community helped to establish that the museum needed its own identity, and that the branding should harness the museums values. The new branding is clean and clear, and symbolises heritage, and the different communities that visit the museum. The new "Congleton Green" which will be used in logo's and as the primary branding colour, pays homage to the previous brand while giving it a new lease of life.

You can expect to see the new logo and branding colours across social media, promotional materials, and merchandise in the future. There are 9 new branding colours in total, along with custom line drawing illustrations that reflect the towns heritage.



Visit Congleton Museum's new website today and be part of their journey through time!

www.congletonmuseum.co.uk.

Some new and updated features on the website are;

- Online shop
- Digital collection
- 'What's On' page detailing events
- Purchase online tickets
- Make online donations
- 'Contact us' form
- information about learning sessions
- Online blog sharing museum updates
- Online stories and history articles



To find out more email info@congletonmuseum.co.uk.