

Working group to establish a permanent museum logo

Aim

To recommend a permanent logo which reflects the museum's mission statement to "...bring to life the past, social history and heritage of Liskeard and the surrounding area reaching out to the community and visitors of all ages."

Tasks:

1. To produce a brief for the logo design, including the need for it to relate to Liskeard's heritage and to be welcoming and inclusive.
2. To use this as the basis for an open tendering process to select a designer for the logo.
3. To work with the designer to develop several logo options. The design process could include involvement with local schools.
4. To seek public views on the logo options including via the museum, local press and social media.
5. To recommend to the Town Council and Museum Management Committee a logo to be adopted.