

Joyce Tower Museum

Visual Identity Design Brief - Understanding Us

01. About the Joyce Tower Museum

The Joyce Tower Museum is located in a Martello tower on Sandycove point above the popular Forty Foot swimming spot. In 1904, the young James Joyce stayed in the tower with his friend, Oliver St John Gogarty. Later he set the opening episode of *Ulysses* here. In consequence, the Tower has become a destination for literary pilgrims. The Joyce Tower Museum gives tours to visitors and has many Joyce related items on display in the ground and first floor exhibit spaces.

02. Our Vision

Inspired by the setting of the opening episode of *Ulysses*, our vision is to be a world-class site of literary pilgrimage championing the work of James Joyce, caring for our unique collection, and providing a high-quality visitor experience with the support of local volunteers.

03. Our Mission

The mission of the Joyce Tower Museum is to manage, operate and promote the Tower as a key cultural tourism attraction and to contribute to Joyce's literary legacy, under license from Dún Laoghaire Rathdown County Council.

04. Our Values (What we stand for)

- **Lifelong Learning** – Curating a collection that enriches the study of Joyce's work
- **Social Inclusiveness** – Building community through our strong volunteer network
- **Light touch** – Respecting the architectural significance of the building and minimising our environmental impact
- **Prioritising Safety** – Providing a safe and secure environment for visitors, staff and volunteers
- **Collaboration** – Working closely with our key stakeholders
- **Transparency** – Being open and accountable through good governance

05. Our USP (What makes us special)

- **Incredible volunteers** - Passionate, tenacious and knowledgeable, accessible, inviting and exciting.
- **Unique building** - Rich historical context, architecture, start of a journey, the naval, the Omphalos, where it all begins.
- **Unchanged location** - Environs still beautiful, still relate to story, so much to see and do in area.
- **A beginning of a journey** - Physically and metaphorically – first episode of the book and the beginning of your life-long Joyce journey.
- **A treasure trove of a collection** - Each item spawns layers of detail to be mined.
- **Original residents and visitors** - Rich in social history, context and stories, so much more to be told.
- **The words, the words, the words** - The language, the different styles, the playfulness.

06. Our personality

Engaging, clever, funny and experimental, stylish, passionate, knowledgeable, accessible and welcoming.

07. Our why / Our purpose

We aim to preserve, elevate and celebrate the place, the man and his words by inspiring people to start their journey with us.

Visual Identity Design Brief - The Brief

01. Outline of Brief

Overview / understanding of requirements / needs

To create a new visual identity for the Joyce Tower Museum brand to reflect the historical significance of the building, the man and the book.

02. Project Objectives

More specific understanding of requirements / needs

To elevate the profile of the Joyce Tower Museum and help it become a world-class site. To celebrate its uniqueness and promote it as a cultural destination by creating a design system that can be applied to all touch points of the brand and communications.

03. Main Communication Objective

What is the core message we are trying to communicate?

Come and get to know and love James Joyce. Deepen your understanding and pay homage to a literary hero. Feel inspired and leave wanting more or wanting to start your Joyce journey.

04. Audience / Target Market

Who are our target audience? What do they want? How do we want them to feel?

Our Audience is vast and varied;

- Joycean pilgrims
- Literature enthusiasts/students
- History enthusiasts
- Architecture enthusiasts
- School Groups / Third level students / Language schools
- Passers-by
- Local community
- Primarily English fluency

We would like people to feel inspired by their visit to the Tower. That the Tower becomes the start of their Joycean journey, physically and metaphorically. That they could access more information before or after their trip and that the Tower website becomes a go-to place for information on Joyce. We want visitors to feel that the trip was worthwhile, and they want to engage with the work of James Joyce.

05. What tone are we trying to convey?

What personality / tone look and feel do we want to portray?

Engaging, clever, funny, experimental, stylish, passionate, knowledgeable, accessible and welcoming.

06. How can we engage with our audience creatively through this personality?

By focussing on the words and Joyce's use of experimental language, bringing that aspect to the fore, will be key in how to engage audiences. Demystifying the high-brow nature of his work and making it more accessible.

07. What are the creative cues to consider in the design?

- **The Building** - it's features, design, location and history

- **The Beginning** - the fact that the building is the location of the first episode of Ulysses, the beginning of a pilgrimage, the beginning of a lifelong Joyce journey
- **The Epoch** - the modernist era in which Ulysses was published
- **The Collection** - wealth of visual cues from the collection

08. What are the practical considerations?

- **Must work for Volunteers** – that we can use assets within Canva for day-to-day items
- **Templates / Guides** - clear and easy to use
- **Other Joyce Centres** – James Joyce Centre, Sweny’s and Moli. Low risk but needs to be cognisant of the design features used and avoid them.

09. Scope of the Project / Key Deliverables

What elements are needed? Visual Identity.

Visual Assets

- Logotype / Brand Mark (to include Irish language)
- Typeface(s) - can be commissioned or judiciously chosen
- Image Style / Art Direction suggestions (these can be pre-existing images with suggested style edit or newly commissioned)
- Colour Palette
- Graphics Devices (if they emerge)
- Iconography (if it emerges)
- Map style suggestion
- Sample Social Media Template (samples for Instagram)
- Sample Flyer Template
- Supply and creation of a library of assets for use by team

Applications

- Social Media Content and Channels to include templates
- Leaflet design to include templates
- Map Design
- Website

