



Deliver	Inform	Involve	Co-create	Empower
<small>WE BELIEVE</small> Museum knowledge and research underpin our civilisation	<small>WE BELIEVE</small> Education sets you free and improves your life	<small>WE BELIEVE</small> Museums inspire curiosity and fire the imagination	<small>WE BELIEVE</small> Sharing experiences and identities builds community	<small>WE BELIEVE</small> Sharing ideas builds an empathetic and participatory society
<small>PERSONALITY</small> Trusted expert	<small>PERSONALITY</small> Benevolent educator	<small>PERSONALITY</small> Inspirational storyteller	<small>PERSONALITY</small> Generous partner	<small>PERSONALITY</small> Egalitarian facilitator
<small>THE MUSEUM IS A</small> Storehouse of knowledge	<small>THE MUSEUM IS A</small> Centre for learning	<small>THE MUSEUM IS A</small> Portal to an amazing world	<small>THE MUSEUM IS A</small> Community builder	<small>THE MUSEUM IS A</small> Platform for ideas
<small>WE OFFER</small> Authoritative reference	<small>WE OFFER</small> Interpretation	<small>WE OFFER</small> Immersive experiences	<small>WE OFFER</small> Emotional connections	<small>WE OFFER</small> Debate and discussion
<small>YOU'LL EXPERIENCE</small> Knowledge	<small>YOU'LL EXPERIENCE</small> Understanding	<small>YOU'LL EXPERIENCE</small> Active engagement	<small>YOU'LL EXPERIENCE</small> A sense of community	<small>YOU'LL EXPERIENCE</small> New perspectives
<small>OUR PROMISE</small> Our expert knowledge is credible, authoritative and accurate	<small>OUR PROMISE</small> We will open your mind and expand your horizons	<small>OUR PROMISE</small> We make learning and discovery fun and magical	<small>OUR PROMISE</small> Share your story and ours to find personal relevance	<small>OUR PROMISE</small> You will not be judged and can make up your own mind
<small>OUR BRAND ESSENCE</small> Keepers of the flame	<small>OUR BRAND ESSENCE</small> Explain the world	<small>OUR BRAND ESSENCE</small> Hands on, minds on	<small>OUR BRAND ESSENCE</small> Self-discovery + Shared identity = Community	<small>OUR BRAND ESSENCE</small> Safe place for challenging ideas
<small>CONTEXT OF EXCHANGE</small> Institutional	<small>CONTEXT OF EXCHANGE</small> Individual	<small>CONTEXT OF EXCHANGE</small> Social	<small>CONTEXT OF EXCHANGE</small> Communal	<small>CONTEXT OF EXCHANGE</small> Societal
<small>OUR COMMUNICATION STYLE</small> Single, authoritative voice	<small>OUR COMMUNICATION STYLE</small> One group telling another	<small>OUR COMMUNICATION STYLE</small> Telling relevant stories	<small>OUR COMMUNICATION STYLE</small> Two-way exchange	<small>OUR COMMUNICATION STYLE</small> Multiple viewpoints with as many questions as answers