

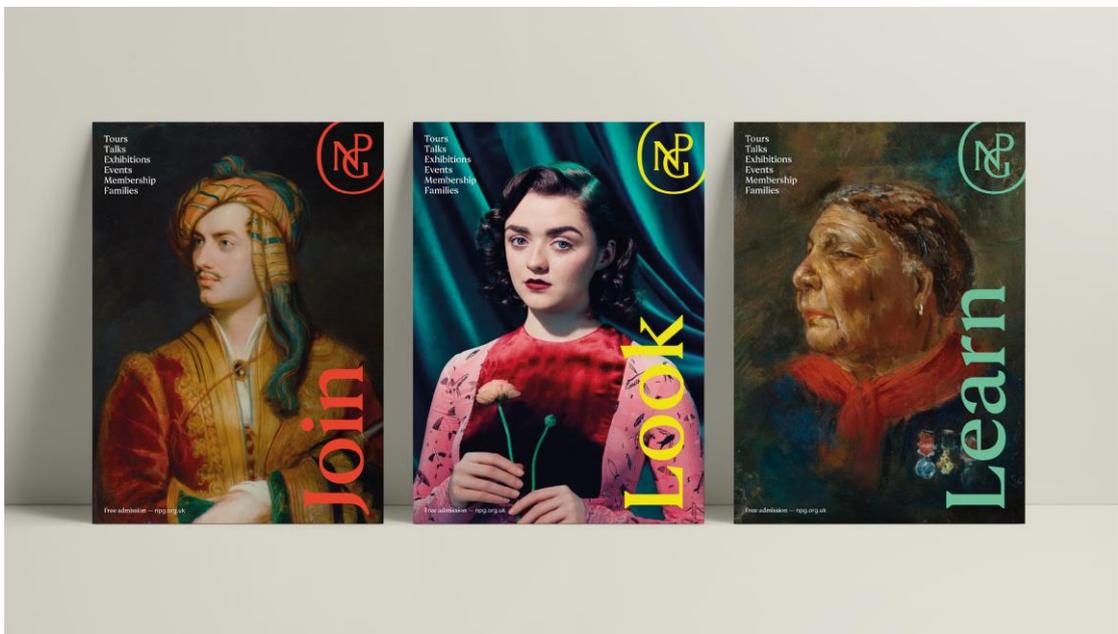


NATIONAL PORTRAIT GALLERY

News release

Wednesday 25 January 2023

National Portrait Gallery launches new brand in the lead up to reopening this summer



© National Portrait Gallery

The National Portrait Gallery launches its new brand, timed to coincide with its reopening on 22 June 2023. The new brand will be visible across the Gallery's website and digital channels from today, as its 2023-24 programme of major exhibitions are announced.

Working with creative designers, Edit Brand Studio, and brand strategists, Boardroom Consulting, the National Portrait Gallery has developed a transformative new brand strategy and a fresh visual identity to better reflect its role as a gallery that is of people, for people, telling the story of Britain's past, present and future through portraits.

With nods to motifs found within the Gallery's refurbished building – revitalised as part of the *Inspiring People* project – a new monogram, logotype, typeface and colour palette have been created, all inspired by historic reference points and the Gallery's extensive Collection of portraits.

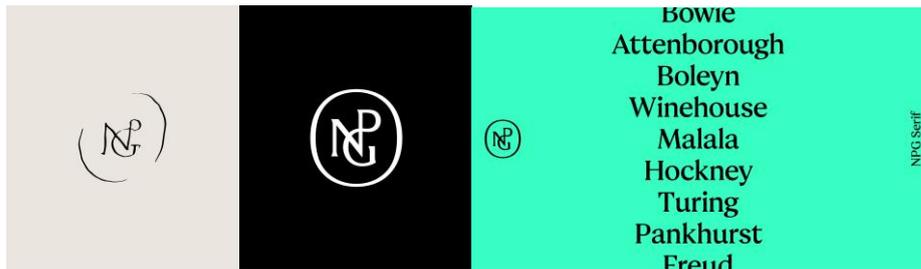
The new designs were developed following a comprehensive review of the existing brand, in order to build a stronger and more focused identity for the Gallery. Prior to closure in March 2020, audience research showed that while there was loyalty and great warmth for the National Portrait Gallery with high levels of visitor satisfaction, the Gallery could do more to bring its Collection to life for more people. Keen to increase its presence and its relevance for audiences today, the Gallery engaged its stakeholders, members, staff and



visitors, as well as those who hadn't yet stepped through its doors, to establish what would be required of a new National Portrait Gallery. A clear solution lay in finding a balance of timeless and current, a flexible brand that could sit seamlessly alongside the magnificent grade I listed building and historic works, as well as the contemporary collection and dynamic events and exhibition programme.

The initials 'NPG' can be seen throughout the Gallery's building, within the metalwork of railings, embossed onto furniture and as part of original mosaics. Such motifs also appear in archival materials, including an original sketch by the Gallery's first Director, Sir George Scharf, who entwined and encircled 'NPG' in a workbook, dated 1893. Discovered in the archive, this sketch has been transformed into a new symbol for the Gallery by the illustrator and typographer, Peter Horridge, best-known for his logos and crests created for some of Britain's most iconic institutions, including the Royal Household and King Charles, Admiralty Arch, Liverpool Football Club and crests for Liberty's department store.

The brand also includes a bespoke logotype hand-drawn by Peter Horridge and a contemporary new typeface, NPG Serif, created by type foundry Monotype and rooted in historic font references found in and around the Gallery. These elements are coupled with a fresh, modern colour palette, again inspired by paint and materials in the building and archive, and a bolder use of the Gallery's incredible Collection of portraits to create a distinctive new look and feel.



The first Director's sketch, the bespoke logotype and new typeface © National Portrait Gallery

Also launched today and encompassing the new brand is the Gallery's newly redeveloped website. Based on analytics, user research and testing, and following an initial phase of work by digital agency Numiko, the Gallery's in-house Digital Team have created both a fresh look and feel and an improved user journey, using imagery more prominently to showcase the Collection. This has included a project to optimise the website, supported by Bloomberg Philanthropies' Digital Accelerator for Arts and Culture, a programme designed to help arts organisations stabilise and thrive in the wake of the Covid-19 pandemic through strategic improvements to technology infrastructure.

"As we draw closer to our reopening on 22 June and revealing our complete transformation, this is the perfect time to launch our new brand. Building on the concept of our architectural renovation, which is to reveal and celebrate our history while creating a Gallery fit for 21st century audiences, our new brand reflects our rich heritage but re-imagined to be more relevant to more people in 2023 and beyond."

Dr Nicholas Cullinan
Director, National Portrait Gallery

"We are delighted to launch our new brand today, which is the culmination of a wonderfully collaborative creative process with audiences, staff and stakeholders, led by our partner agencies Edit Brand Studio and Boardroom Consulting. The new brand expresses our ambition to be a place for everyone, full of life and filled with life stories and we are excited to share more over the coming months."

Denise Vogelsang
Director of Communications & Digital, National Portrait Gallery

"When we started working with the National Portrait Gallery, we quickly understood the requirement to create a brand for so much more than a Gallery. We were creating a brand for a shop, a new café, a fine dining restaurant, a learning centre, family activities and even a night out. Putting the vast, magnificent and diverse Collection front and centre, we've therefore created a brand that can flex and mean lots of different things to lots of different people, whilst still feeling part of a strong, distinctive, unified whole."

Karen Hughes
Creative Director, Edit Brand Studio

"The new brand strategy has been co-developed with the team at the National Portrait Gallery to sit at the heart of how the Gallery reaches as many people as possible and becomes and remains relevant, responsive and recognisable. The Gallery and its Collection represent a living portrait of Britain; its society and culture, and we are confident that the new brand and identity capture both the ambition and appeal of the reopened Gallery, and will help drive reappraisal from those who know the Gallery and also attract new audiences and stakeholders to it."

Marin Carr
Partner, Boardroom Consulting



The National Portrait Gallery's new brand will be rolled out in the run up to reopening on 22 June 2023, kick-starting the promotion of its first year of major exhibitions: Yevonde: Life and Colour (22 June – 15 October 2023); Paul McCartney Photographs 1963-64: Eyes of the Storm (28 June – 1 October 2023); David Hockney: Drawing from Life (2 November 2023 – 21 January 2024); Taylor Wessing Photo Portrait Prize (9 November 2023 – 25 February 2024); The Time is Always Now: Artists Reframe the Black Figure (22 February – 19 May 2024); and Francesca Woodman and Julia Margaret Cameron: Portraits to Dream In (21 March – 30 June 2024).

ENDS

For further press information, images and interview requests please contact:
Poppy Andrews, Senior Communications Manager
pandrews@npg.org.uk
+44 (0)7535 667948

Notes to editors

National Portrait Gallery Membership offers free unlimited access to our reopening year of exhibitions. An annual subscription starts from just £5.50 a month: npg.org.uk/members

National Portrait Gallery: The Collection is available to pre-order from the Gallery's online shop from today, 25 January 2023: npgshop.org.uk/products/national-portrait-gallery-the-collection-paperback-book

National Portrait Gallery

Founded in 1856, the National Portrait Gallery tells the story of Britain through portraits, using art to bring history to life and explore living today. From global icons, to unsung heroes, our Collection is filled with the stories that have shaped, and continue to shape a nation. We celebrate the power of portraiture and offer encounters with some of the world's greatest and most exciting new artists, promoting engagement with portraiture in all media to a wide-ranging public by conserving, growing and sharing the world's largest collection of portraits.
www.npg.org.uk

Inspiring People

The Gallery in St Martin's Place, London is currently closed until 22 June 2023, while essential building works take place on the *Inspiring People* redevelopment project, which will transform the Gallery, including a complete refurbishment of the building and a new learning centre. During the closure period, we have continued to share our Collection digitally, as well as through a series of nationwide partnerships and collaborations.

The Gallery's transformational redevelopment project, *Inspiring People*, has been made possible by major grants from the Blavatnik Family Foundation and The National Lottery Heritage Fund, thanks to money raised by National Lottery players, as well as major donations from the Garfield Weston Foundation, the Ross Foundation, Mildred and Simon Palley, Julia and Hans Rausing, the David and Claudia Harding Foundation, Bjorn and Inger Saven, the Law Family Charitable Foundation, the Deborah Loeb Brice Foundation and Art Fund. The National Portrait Gallery is grateful to these visionary supporters, alongside others who are making the building project and its related activity possible.

Collaborators on the *Inspiring People* project include Jamie Fobert Architects; conservation architects, Purcell; structural engineers, Price & Myers; services engineers, Max Fordham; project manager, Gardiner & Theobald; main contractor, Gilbert Ash; and interpretation designers, Nissen Richards Studio.

Edit Brand Studio

EDIT are a specialist creative partner, helping UK arts, culture and knowledge based organisations to stand-out, connect, inspire and thrive.
editbrandstudio.co.uk

Boardroom Consulting

Boardroom Consulting is a strategy business that helps leaders of organisations, brands and places to create and deliver major change, by unlocking transformational thinking and galvanising support from all stakeholders and audiences. Operating at the intersection of brand, audience and organisational strategy, we help to define the fundamentals of organisational identity, so that organisations and brands become - and remain - real, relevant and relatable; for those that matter most.
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