



## **Digital Heritage Initiative Identity Project: “Heritage In Design”**

*Heritage In Design - Volunteer Project Brief.*

### **Project Overview**

The Bradford Police Museum’s volunteer-led social media project – Digital Heritage Initiatives - is focused on growing and engaging our social media audience through creative content. This wider project is made up of 4 smaller projects; “Reel Histories”, “This Month in History”, “Heritage in Design”, and “Heritage in Action”.

The aim of the “Heritage in Design” project is to support the development of a clear and consistent social media identity for Bradford Police Museum. This project will establish brand guidelines aligned with the museum’s website, create reusable Canva templates for key recurring posts, introduce thoughtfully designed text-led content alongside photography, and improve overall visual consistency and professionalism across our platforms.

This is a defined six-week project with clear deliverables and agreed deadlines, offering a structured opportunity to contribute creatively while strengthening the museum’s digital presence.

### **Time Commitment**

Around 2 to 3 hours per week during the 6-week period.

### **Project Timeline**

**Start Date:** TBD

**Completion Deadline:** 6 weeks from the start date

### **Project Objectives**

As a volunteer, you will:

- Create a Social Media Brand Guidelines Document. This will include:
  - A short brand guideline document (approx. 2–4 pages)
  - Clear colour palette (based on website branding)
  - Font recommendations (for Canva use)

- Layout style guidance
- Tone guidance for text-based graphics
- Accessibility considerations (contrast, readability)
- This document should provide a clear reference point for future volunteers.
- Using the museum’s Canva account, the volunteer will create editable templates for the following recurring posts:
  - “We’re Open This Weekend”
  - “What’s On This Month”
  - “Volunteer With Us”
  - “Behind the Scenes”

## **Templates**

For each of the four post types, the volunteer should create:

- 2–3 visual variations
- Designed for reuse on a cyclical basis
- Suitable for both Instagram and Facebook
- Editable and easy to update

**This means a total of 8–12 template designs.**

*Templates must:*

- Reflect the agreed brand guideline
- Be clear and readable
- Have strong information hierarchy
- Be simple to edit by non-designers

## **Project Outcomes**

By the end of the project, the museum will have:

- A defined social media visual identity
- A practical brand reference document
- 8–12 reusable Canva templates
- A structured approach to recurring information posts
- Reduced reliance on photographic content alone