



Quex House & Gardens

HOME OF THE POWELL-COTTON MUSEUM



Artist Commission Opportunity! Work with us to design our new bespoke merchandise!

About Us:

Quex House and Gardens and the Powell-Cotton Museum, at the heart of Quex Park, offer an exciting, fun and interactive day out for all where you can discover history, nature and an extraordinary museum all in one unforgettable visit.

The Powell-Cotton Museum is one of the Kent's most distinctive museums, featuring incredible natural history displays of animals from the African and Asian continents in world-famous dioramas. There are also fascinating displays of world-culture objects as well as local archaeology.

Ticket price includes a tour of the publicly accessible rooms of the Grade II listed Quex House (House open for guided tours only; times announced on the day), formerly home to the Powell-Cotton family.

The interior of the house is uniquely decorated with ornamental furniture, art and a beautiful library.

Quex Gardens are set in seven acres and feature sweeping lawns, herbaceous borders, exotic trees, a woodland walk, and a historic walled Victorian garden. Visitors are welcome to bring a picnic to enjoy in the gardens.

2026 is the centenary anniversary of the Powell-Cotton Trust and as part of our commitment towards the next 100 years, we have worked with branding agency 'Shapes' to create a suite of logos to distinguish the unique identity of Quex House, Quex Gardens and The Powell-Cotton Museum.

The Powell-Cotton Trust

Tel: 01843 842168 | Email: enquiries@powell-cottonmuseum.org | Web: www.powell-cottonmuseum.org
Powell-Cotton Museum, Quex Park, Birchington, Kent, CT7 0BH. Charity No. 1167318



**Quex House
& Gardens**
HOME OF THE
POWELL-COTTON MUSEUM



**Powell-Cotton
MUSEUM**



**Quex
HOUSE**



**Quex
GARDENS**

Each icon takes inspiration from a unique feature in the area it represents: the museum icon takes inspiration from the pattern on adinkra prints and the shape of pottery; the house icon is inspired by the ornately decorated ceiling in the Drawing Room; and the garden icon is taken from the manufacturers mark in the glasshouse framework with a floral flourish.

The Brief

We are seeking to commission a local, independent artist, to invite them to engage with and respond to the Museum, House and Gardens, its collection and unique history, and for them to create a bespoke design, illustration, pattern, or artwork, expressive of their own personal style and response.

The bespoke design will then be used to develop a range of souvenir products for the Trust to sell exclusively through their shop, with all proceeds going back to support the Trust as a registered charity. Merchandise may include mugs, tea towels, magnets, badges, stationary etc.

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Figure 1 Image from customworks.co.uk

We have a brand colour palette which we would like you to use:

3.5 Colour Palette

The primary colour palette is focussed around natural tones, with our dark holly green at it's base. Contrasting with this is our accent coral, which is intended to direct attention.

The secondary palette has been created with accessibility at it's core. The natural tones have been extended with pairs of colours that are highly legible, when set with either white or holly text.

| | | | |
|---|--|---|--|
| Holly CMYK: 100/0/41/65 RGB: 27/50/51 HEX: 1B3233 | Coral CMYK: 0/72/80/0 RGB: 247/108/77 HEX: F76C4D | Limestone CMYK: 0/3/6/17 RGB: 214/210/196 HEX: D6D2C4 | White CMYK: 0/0/0/0 RGB: 255/255/255 HEX: FFFFFF |
| | Fountain CMYK: 27/0/4/0 RGB: 141/227/238 HEX: 8DE3EE | | Black CMYK: 0/0/0/100 RGB: 0/0/0 HEX: #000000 |

| | | | | | | | |
|---|--|---|---|--|---|--|--|
| Peach CMYK: 0/59/49/0 RGB: 247/125/119 HEX: F77D77 | Blossom CMYK: 0/52/17/0 RGB: 255/151/203 HEX: FF9FCB | Lavender CMYK: 16/21/0/5 RGB: 196/179/231 HEX: C483E7 | Thistle CMYK: 49/0/7/0 RGB: 122/210/235 HEX: 7AD2E8 | Seafoam CMYK: 35/0/25/0 RGB: 121/231/198 HEX: 79E7C6 | Verdigris CMYK: 57/0/21/0 RGB: 67/206/206 HEX: 43C9CE | Lichen CMYK: 24/0/30/6 RGB: 177/202/150 HEX: 81C8A6 | Primrose CMYK: 0/4/30/0 RGB: 229/227/154 HEX: E5E39A |
| Raspberry CMYK: 0/93/55/24 RGB: 153/55/73 HEX: 992749 | Cherry CMYK: 0/89/20/44 RGB: 133/66/91 HEX: 854258 | Plum CMYK: 63/84/0/30 RGB: 73/54/102 HEX: 493466 | Borage CMYK: 73/13/0/44 RGB: 13/91/128 HEX: 0D588D | Ivy CMYK: 85/0/45/40 RGB: 24/100/87 HEX: 186457 | Beetle CMYK: 87/0/18/42 RGB: 8/51/92 HEX: 08515C | Pine Needle CMYK: 51/0/65/38 RGB: 72/93/68 HEX: 485D44 | Caramel CMYK: 0/59/54/42 RGB: 128/74/64 HEX: 8D4A40 |

Powell-Cotton Trust Brand Identity Guidelines Visual Identity 29

And fonts:

The Powell-Cotton Trust

Our brand typeface is Jost, and it was chosen for its contemporary rounded letterforms, enhancing readability and offering a friendly and approachable aesthetic. We combine that with a characterful slab serif font called Superclarendon, which we use for feature headings, signage, informative details and where we wish to bring focus to our messaging.

Jost - Light

ABCDEFGHIJKLMNO
PQRSTUVWXYZ abcdefghi
jklmnopqrstuvwxyz
0123456789
!@#%&*

Jost - Regular

ABCDEFGHIJKLMNO
PQRSTUVWXYZ abcdefghi
jklmnopqrstuvwxyz
0123456789
!@#%&*

Jost - Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ abcdefghi
jklmnopqrstuvwxyz
0123456789
!@#%&*

Superclarendon - Bold

ABCDEFGHIJKLMNO
PQRSTUVWXYZ abcdefghi
jklmnopqrstuvwxyz
0123456789
!@#%&*

Aa Bb Cc Dd

Artistic Mediums

We are open to all artistic mediums so this is an opportunity to develop a commercial outcome for a local non-profit in your chosen method. This could be a traditional or digital process but the final piece will need to be digitised to send to production. We may also need to ask you for different sizes of final design to work on different products.

Our Audiences and Visitors

The artwork will need to appeal to our audiences and inspire their secondary spend, to either capture a memory through a souvenir or as a gift to someone.

We have worked with real and industry data to understand our audiences, what they enjoy and what motivates them to visit. Whilst we welcome visitors of all ages, **this souvenir range will appeal to adults**. If successful, we will meet with you to discuss our audiences in detail.

Cultural Appropriation

The Powell-Cotton Trust

Quex House and the museum hold a vast collection of material culture from the African and Asian Continents and we are very conscious that these artefacts and the people and cultures that they represent must not be exploited.

Therefore, we will not allow replicas of objects to be made, anything indicating a celebration of colonial collecting or hunting, depictions or photographs of people, for patterns to be used without also sharing their meaning and origin.

Production Deadline

We are a seasonal operation and we would like to launch this range of products by July 2026. Production can take up to eight weeks. Therefore, we have an initial **design deadline of Monday 20th April**.

Copyright / License

As this design will be bespoke to us, we would require permanent exclusive rights to use the design. We would not prevent the artist from sharing the design as part of their portfolio however we do not want it to be used by any other business or charity. A legal agreement will be signed at the beginning of the project so terms are clear.

Pay

We are offering a sum of £500 excl vat for this design. We will not be able to agree to any ongoing commission payments.

Benefits of Working with Us

- We are an established and valued heritage venue sitting at the heart of Quex Park: we welcome visitors from all over the world, local schools, community groups and regular members.
- We can help you reach new audiences: including international visitors and tourists, students, history and architecture enthusiasts, photography and film production companies, local schools and universities, as well as the local business communities of Thanet.
- We take pride and care in our vision and values: we are first and foremost a heritage and cultural institution, and our pride and care for our local community and our shared history is evident in all that we do
- We are an independent non-profit who would benefit greatly from your support: all sales from our shop go directly to supporting the Trust as a registered charity and to preserve its important part in history for generations to come

The Powell-Cotton Trust

- The chosen artist will also feature on our website and social media and we will promote the creator, their story, and their work.

Selection Process

To apply for this commission, we would ask you to send a covering letter to lyndsay.ridley@powell-cottonmuseum.org and alicia.prestleton@powell-cottonmuseum.org explaining why this project appeals to you, how you will approach the ethical considerations of working with a Colonial museum collection, and confirmation that you can deliver the work by the deadline we have set. We ask you also provide a portfolio link so we can get a sense of your artistic style.

If we think your style may be a good match for us and our audiences, we will invite you to meet with us and discuss further.

All artists will be contacted once we have made our decision.

Deadline for applications: Monday 16th March. We will review the submission that week and contact everyone who applies as soon as possible.

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