MAE - MUSEU DAS ARTES E DO ESPETÁCULO communication design project II

COMMUNICATION DESIGN PROJECT I NINA JOHANSSON





上海外滩美术馆 ROCKBUND ART MUSEUM The first thing I did was to look at logotypes of other, similar museums. I found that a lot of them are black and white and is designed with letters as the main focus.

MoMA

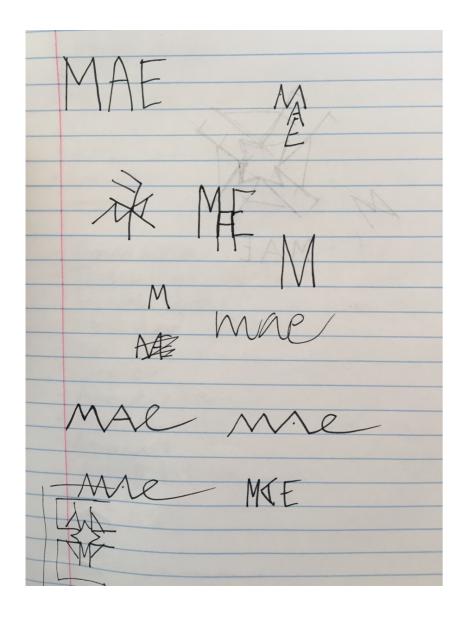


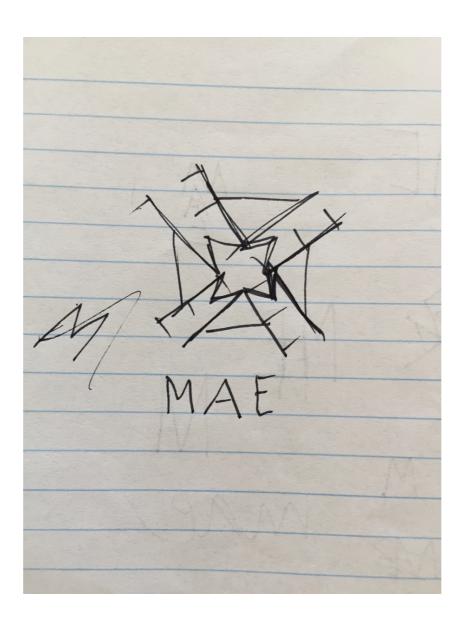
QUEENS MUSEUM OF ART





SEATTLE ART MUSEUM





I decided to stick to the idea of a mainly black and white logo, because of its ability to appeal to a lot of different people, which is an important aspect in this work.

I also wanted to use the letters MAE as the main focus and started to try out different ways to put them together.

I tried to play around with some accent color, to add excitement and tension to the logo, and I did some research about the meaning of different colors in branding specifically.



My main focus was to make the logo contemporary but still appealing a diversity of people. I tried to have differences as age, background, culture and interests in mind, as well as all the different parts of the museum.

To symbolize that the museum is supposed to be a place for all kinds of people to come together I joined the letters MEA and made a pattern out of them. That gives the logo both an abstract and a literal vibe, which can be useful when creating, for example, merchandise. Eventually, people will recognize the pattern itself, without the letters and words written out.

I decided to go for a yellowish color because of the contemporary feeling of it and also with the associations of it in mind; happiness, joy, intellect and energy. Yellow is also the color that is the easiest to spot for the human eye, which could attract visitors.

LOGO







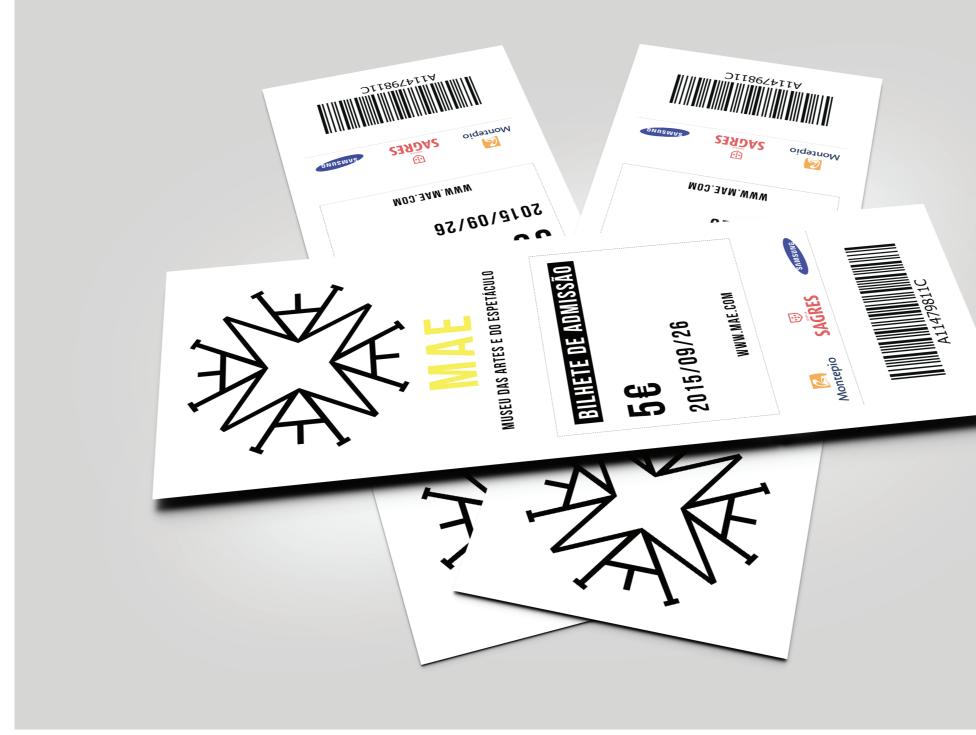
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EXEMPLIFICATION > STATIONARY





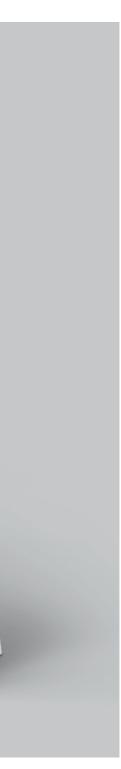
EXEMPLIFICATION > ADMISSION TICKET



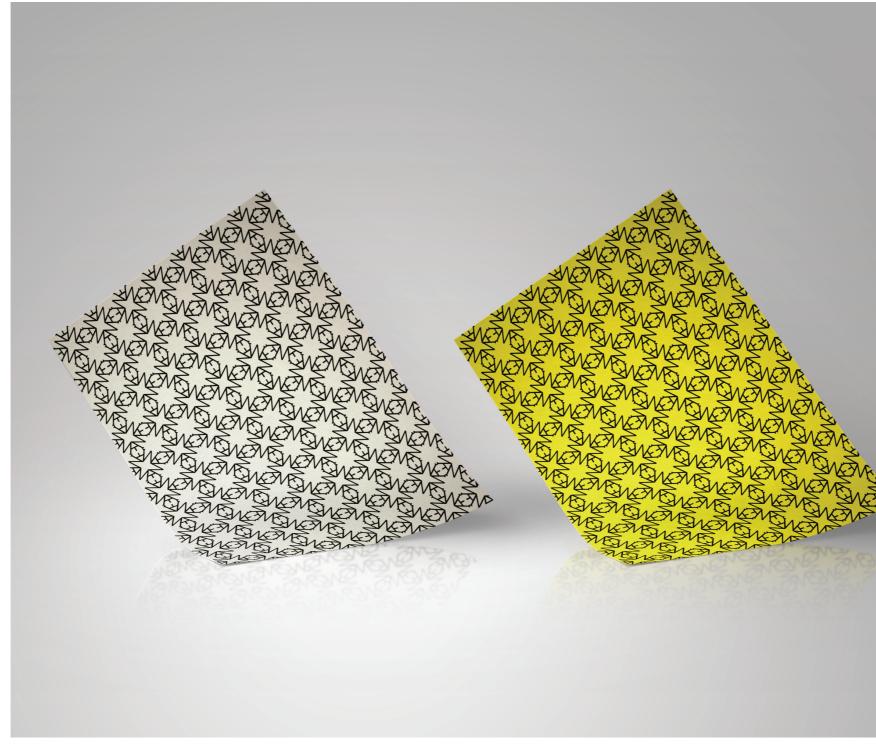


EXEMPLIFICATION > SHOPPING BAG





EXEMPLIFICATION > WRAPPING PAPER





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EXEMPLIFICATION > THE BUILDNING I



EXEMPLIFICATION > THE BUILDNING II



EXEMPLIFICATION > THE BUILDNING III



CINEMA TEATRO DANÇA ARTE MÚSICA

HEADLINE YYYY/MM/DD

Additional information goes here.





(Size A3)

HELL'O MONSTERS 2015/09/26 - 2015/10/31

A arte coletiva Hell'O Monsters consiste dos artistas talentosos Jérôme Meynen, François Dieltiens e Antoine Detaille. No MAE eles vão mostrar uma variedade mista de obras das coleções "Deaf, dumb and blind" e "Modern ghosts".



(Exemplification)



CINEMA TEATRO DANÇA ARTE MÚSIGA

2015/09/26 2015/09/26

21h no auditório. Os bilhetes estão disponíveis no www.mae.com e na recepção do museu.





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