

MAE - MUSEU DAS ARTES E DO ESPETÁCULO

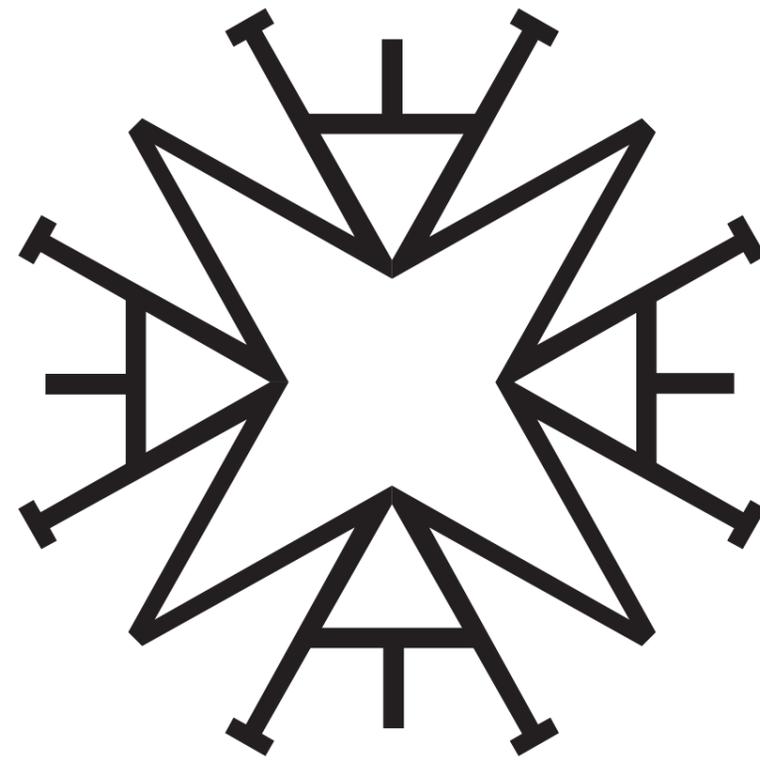
COMMUNICATION DESIGN PROJECT II

NINA JOHANSSON



The first thing I did was to look at logo-types of other, similar museums. I found that a lot of them are black and white and is designed with letters as the main focus.





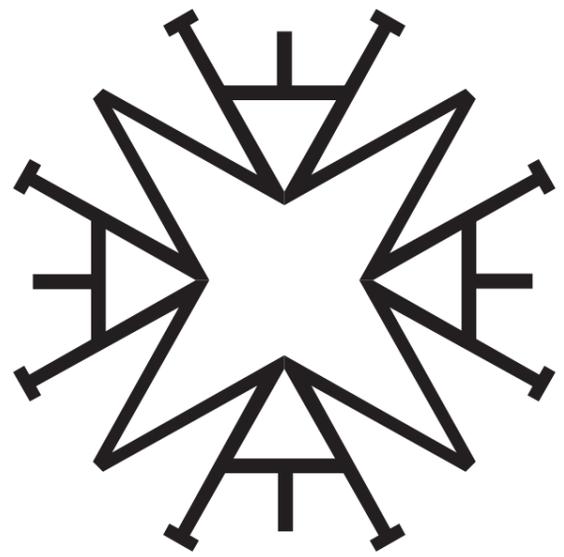
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My main focus was to make the logo contemporary but still appealing a diversity of people. I tried to have differences as age, background, culture and interests in mind, as well as all the different parts of the museum.

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.

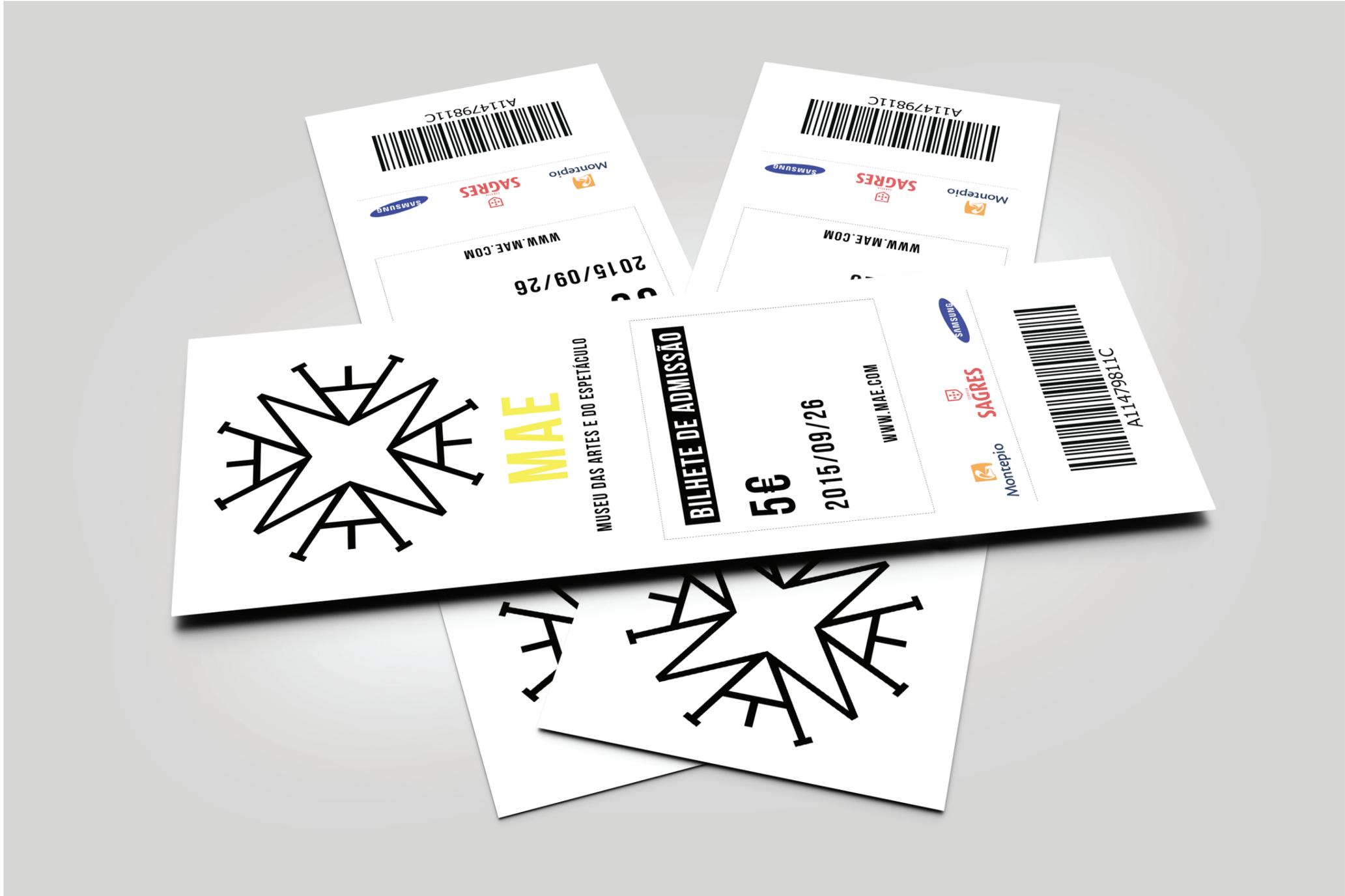


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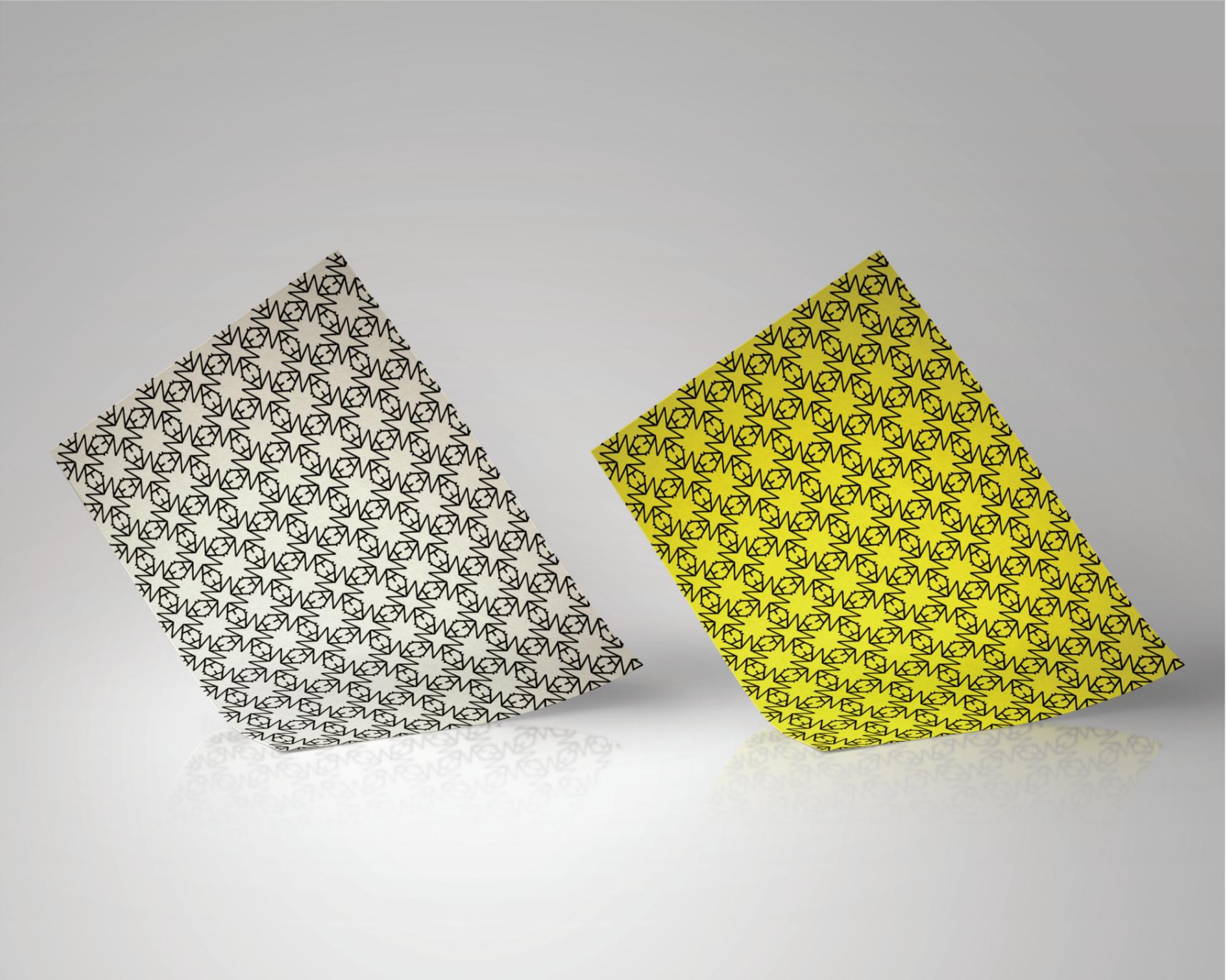
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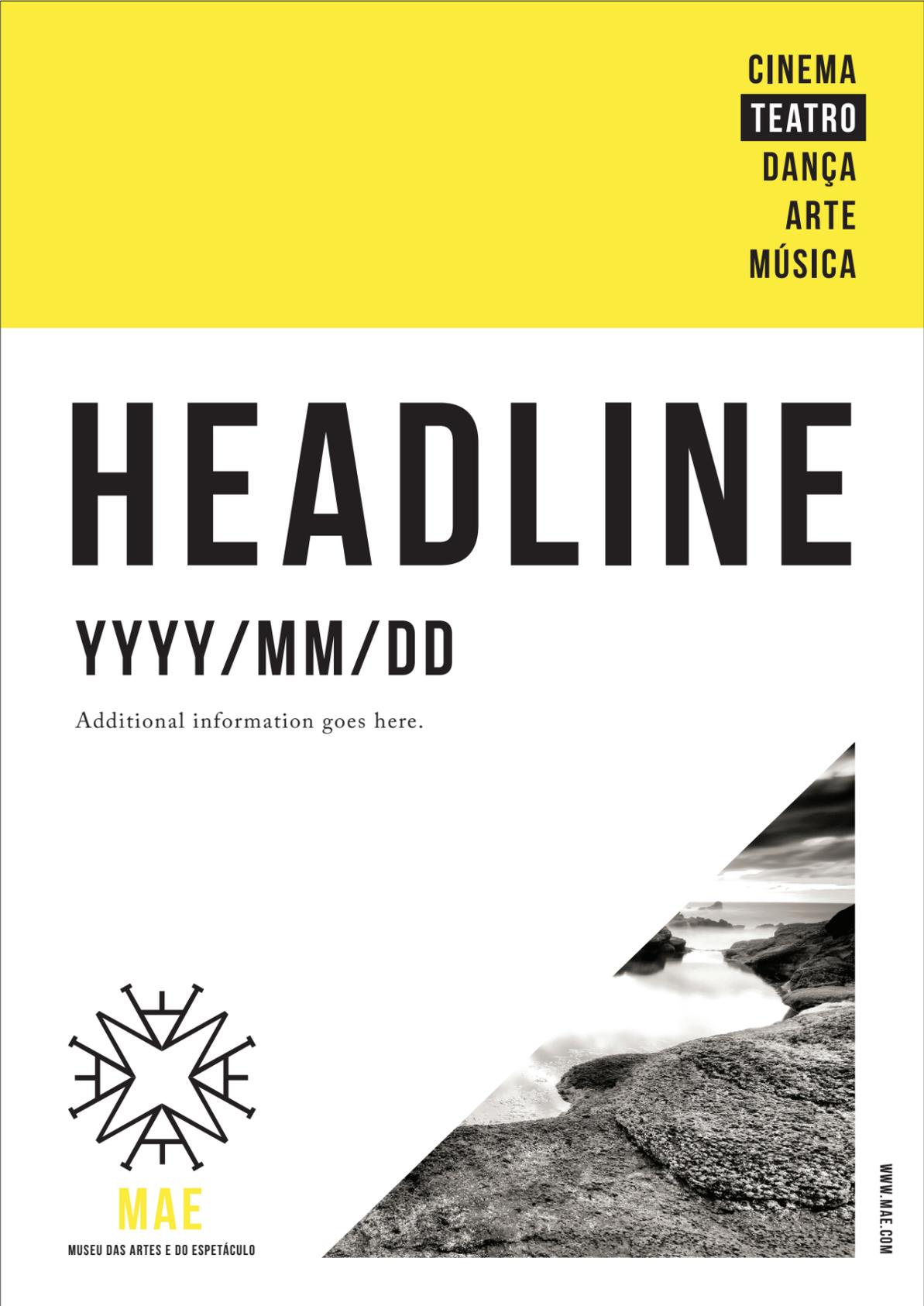












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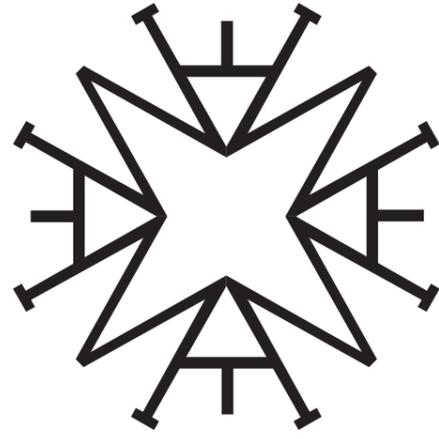
(Exemplification)

CINEMA
TEATRO
DANÇA
ARTE
MÚSICA

DEAD COMBO

2015/09/26

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



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WWW.MAE.COM

