

CENTRE PHI

BRAND ANALYSIS

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Summary



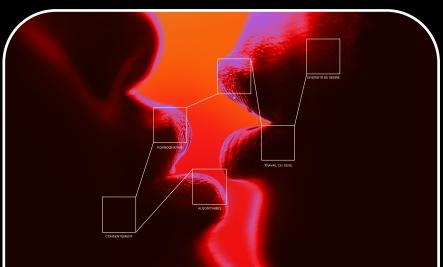
**Mission and Values -
Brand Personality**

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Brand Positioning

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Brand Visual Identity

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History

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**Brand Communication
and Consistency**

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SWOT

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Word Cloud

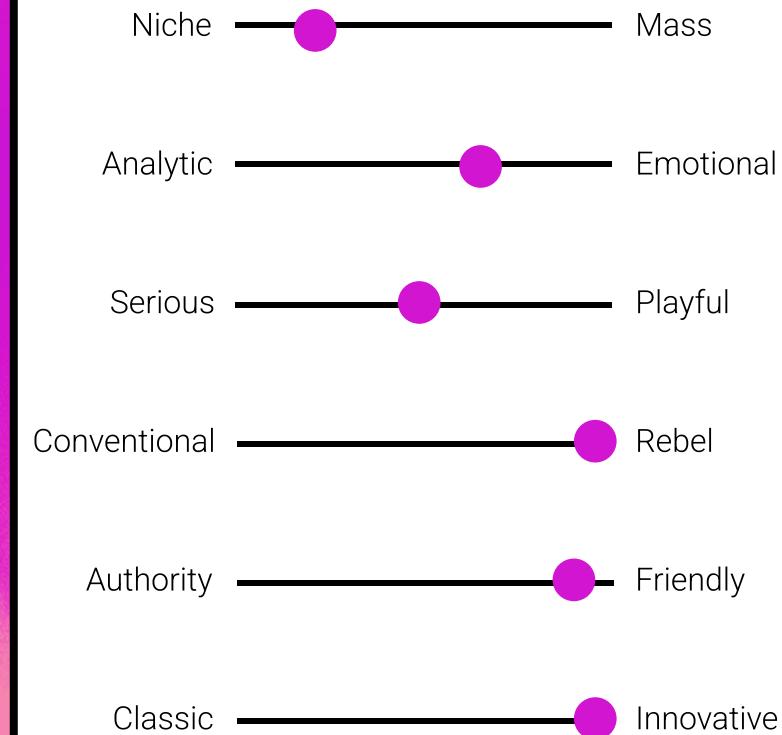
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Mission and Values

- Freedom
- Generosity
- Rigour
- Importance of community
- Innovation and evolution of cultural experiences
- Futur-Looking
- Relevance
- Inclusiveness
- Dedicated to quality



Brand Personality



Brand Positioning

Audience

PHI center is for all the people who loves art and technology.

This museum attracts visitors with temporary exhibitions on very current topics and mixing technology with art.

People will also appreciate the interactive side of the exhibitions which allows to be very accessible.

Competition

There are many rivals of the PHI center like all the others art museum of Montréal : Art Museum of Montréal, MAC (Contemporary Art Museum) or the art center of Montréal.

There is also all the art museum in the world like the Pompidou center in Paris or Tate Modern in London.

Difference

What differentiates PHI center from other museums is its interactive and modern side.

Moreover, center PHI is very active on social media like Instagram and Tik Tok with a lot of posts about the current exhibition.

Finally, in center PHI we can find all aspects of art like cinema, music, dance, etc...

Brand Visual Identity

Name	Centre PHI
Logo	
Colour Palette	
Typeface	<p>Header 1 Phi, Arial, sans-serif 18px, normal, #fafafa</p> <p>Header 2 Phi, Arial, sans-serif 48px, normal, #fafafa</p> <p>Header 3 Phi, Arial, sans-serif 21px, normal, #fafafa</p> <p>Body Phi, Arial, sans-serif 16px, normal, #000000</p>
Style of Layouts	Squares - Circles - Lines
Graphic Elements	Photograph - Part of a work/of an exhibition - Colors

History



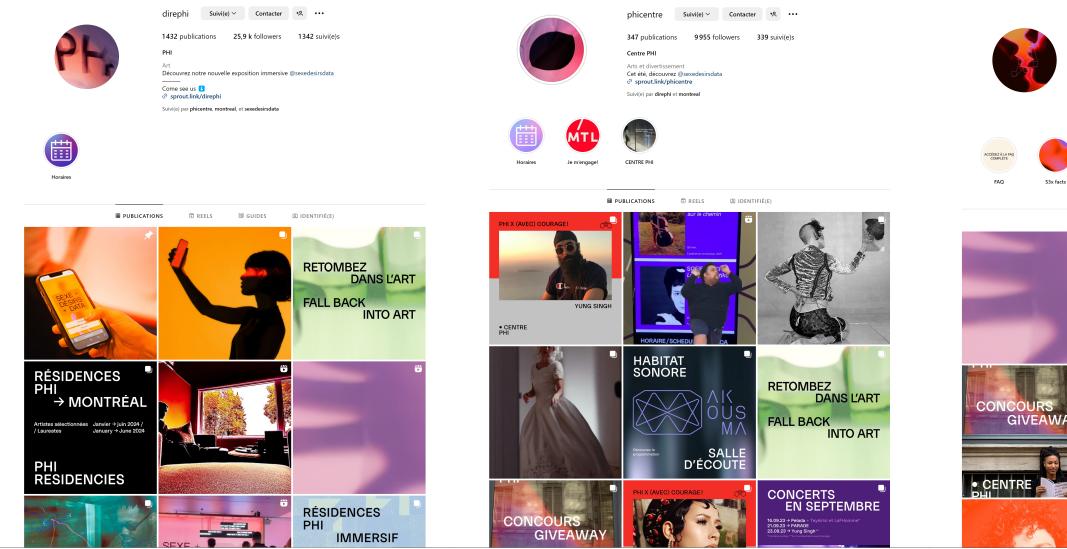
PHI consists of the PHI Centre, PHI Foundation for Contemporary Art, PHI Studio and artist residency programs. PHI also operates an editorial platform, Antenna, to engage with its community.

The PHI Foundation was created by Phoebe Greenberg in 2007. It was originally named DCH/ART (DCH for Diving Horse Creations). In April 2019, DCH/ART was renamed PHI Foundation for Comtemporary Art.

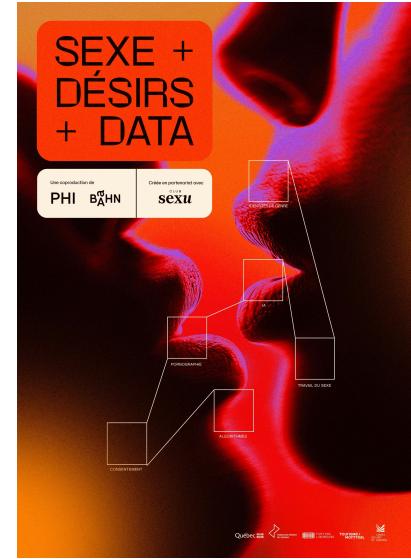


Brand Communication and Consistency

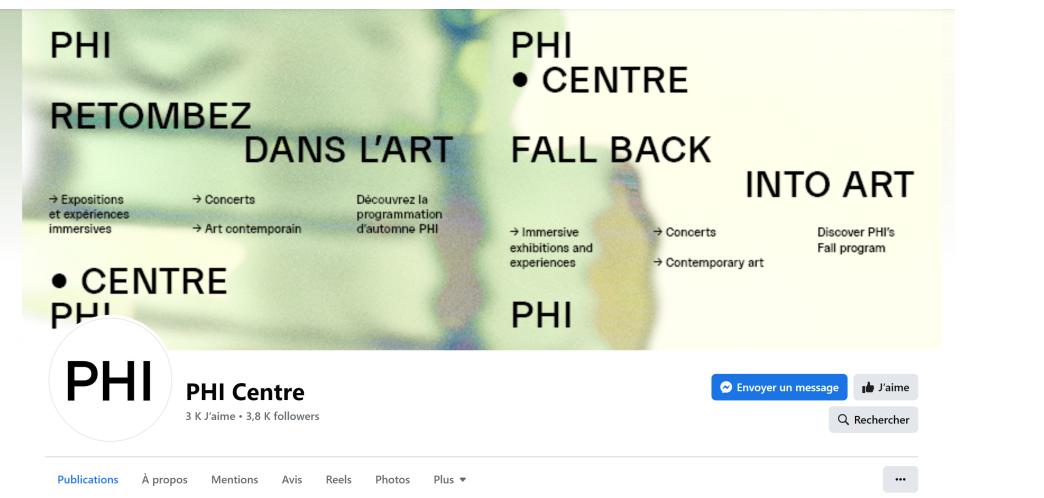
Instagram



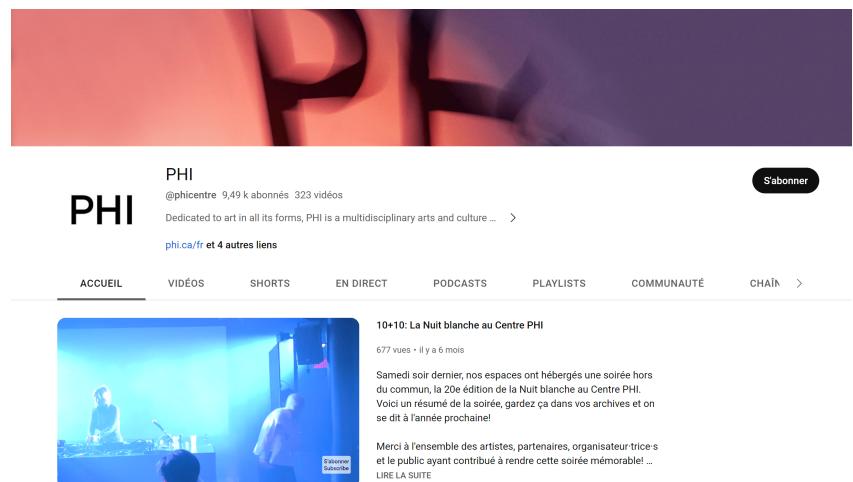
Advertising Poster



Facebook



Youtube



SWOT



Word Cloud

INCLUSIVENESS
FUTURLOOKING
QUALITY
MODERNITY
COMMUNITY
INNOVATIVE
GENEROSITY
ART
COLORS
FREEDOM
DIVERSITY
EXPERIMENT
RELEVANCE