

The Minneapolis Institute of Arts

Identity, communication, graphic guidelines and advertising templates



Original logo



Remove horizontals



Add back horizontals



Add color



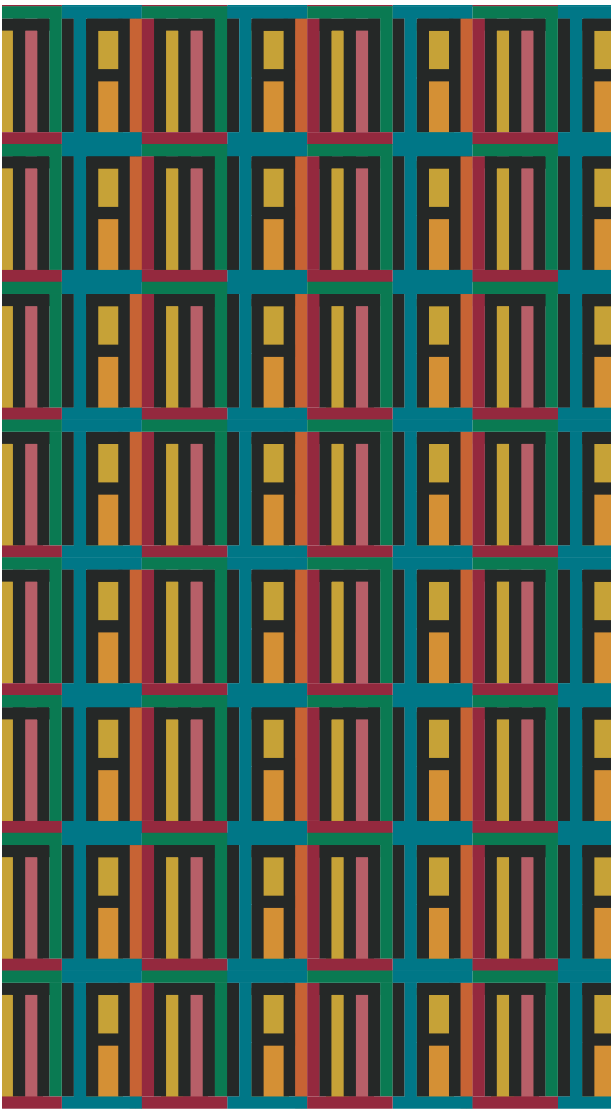
New Identity



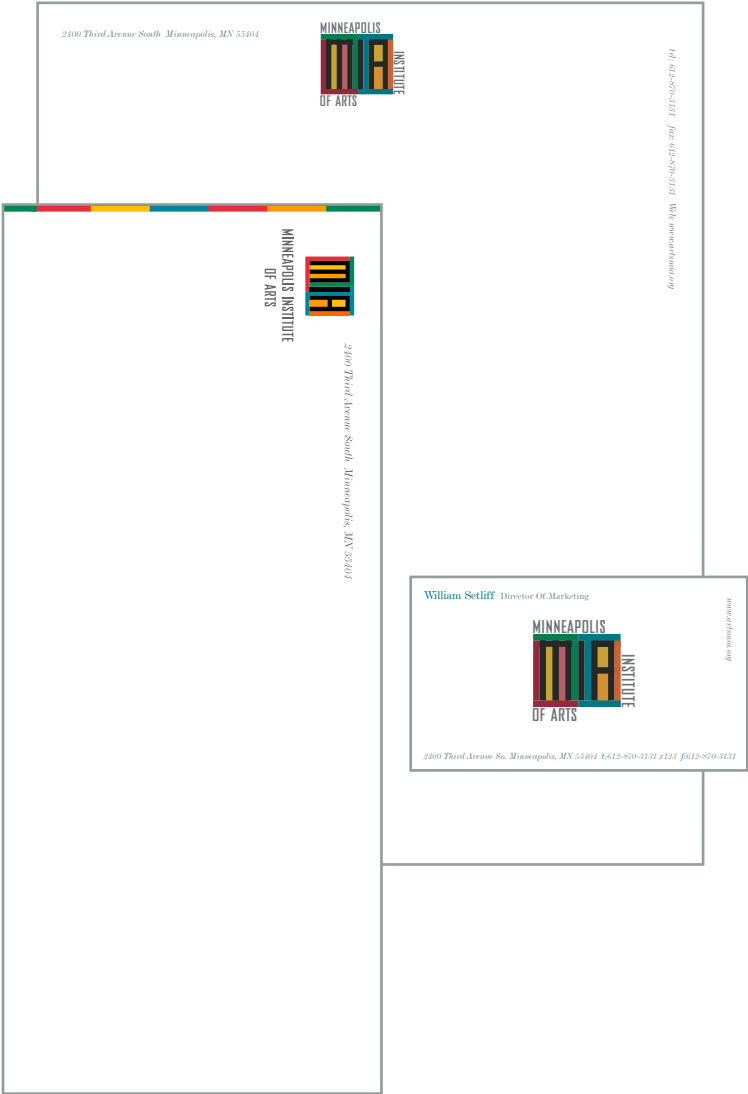
Kiosk advertising proposal



Identity applied to the facade



Identity Pattern



Stationery system

