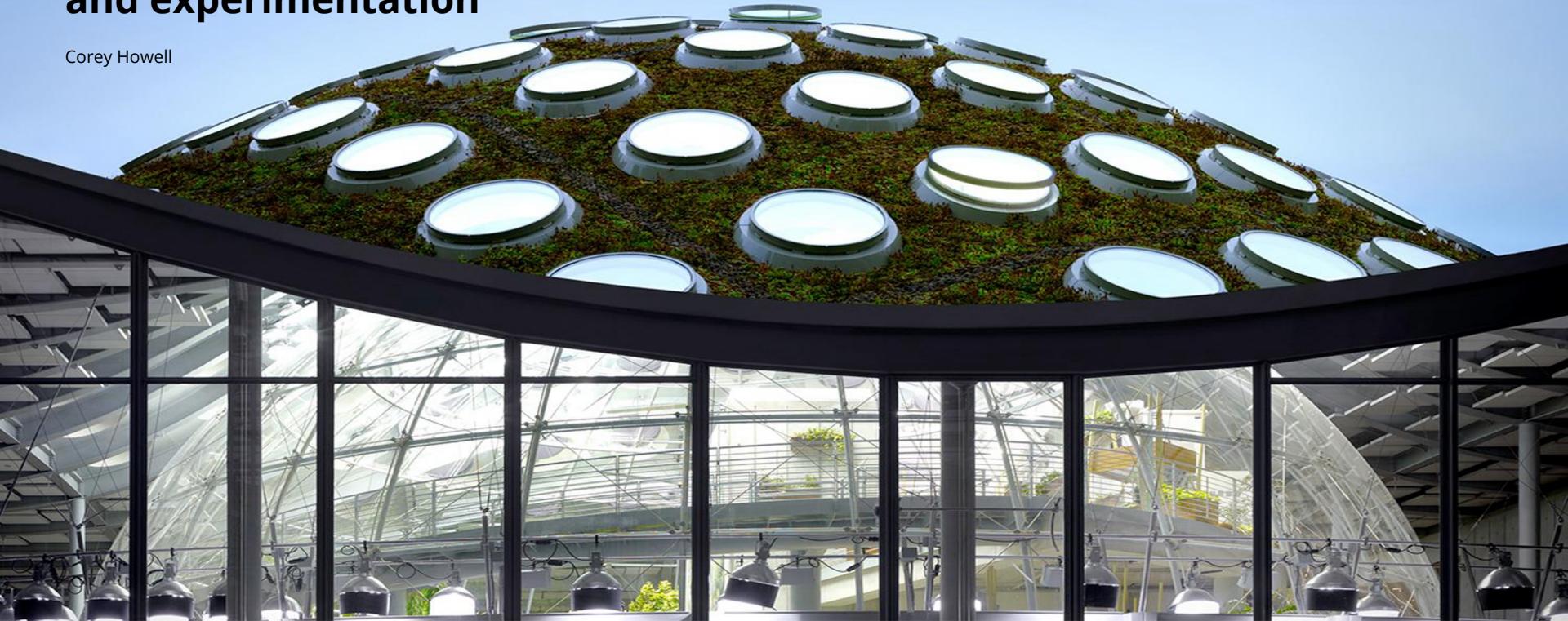


CASE STUDY:

# Flexible branding for a speculative technology museum balancing preservation and experimentation

Corey Howell



# Situation

The Zentrum für kreativ Technologien (ZkT), a speculative creative technology museum in Stuttgart, Germany, needed a complete visual identity and environmental design system before its opening.

The institution preserves technological heritage in Renzo Piano's biodome architecture, requiring branding that balanced experimental innovation with preservation mission while reflecting the natural surroundings.



# Task

Develop a comprehensive brand system that would establish ZkT as a credible cultural institution while embracing its experimental nature.

Key deliverables included:

- **Visual Identity:** Create a flexible logo and brand system that honored Renzo Piano's biodome architecture while communicating the museum's mission of preserving technological heritage
- **Environmental Design:** Design intuitive wayfinding and organizational systems that would guide visitors through diverse exhibitions and technological artifacts
- **Marketing Strategy:** Develop a first-year activation campaign using creative coding that would demonstrate the museum's technological focus

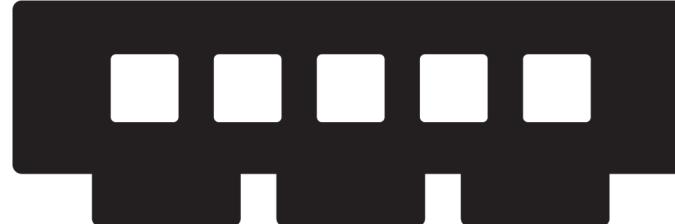
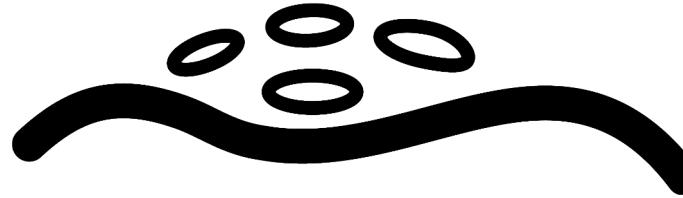
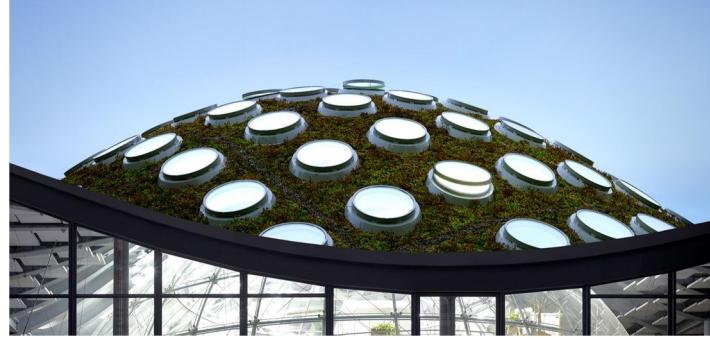


# Action

## Logo Development

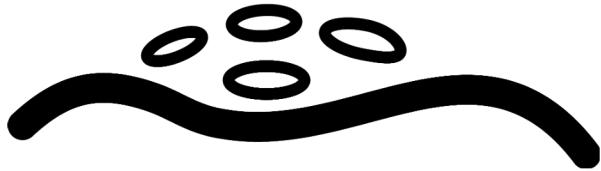
I began by extensively studying Renzo Piano's biodome structure, conducting multiple sketch sessions to abstract its most compelling formal elements. Through iterative feedback rounds, I refined the concept to a simplified geometric form with strategically reduced porthole windows—creating a mark that felt both architectural and symbolic of preservation.

For the Mutterschaft store, I developed a complementary identity that maintained narrative consistency while allowing for creative expression in retail contexts



## Logo Development

Stylized geo-dome shape inspired by main building.



Vector



Dark Granite



Brushed metal

## Logo Development

Based on a RAM stick, stretched and rounded to include elements of extraterrestrial mothership

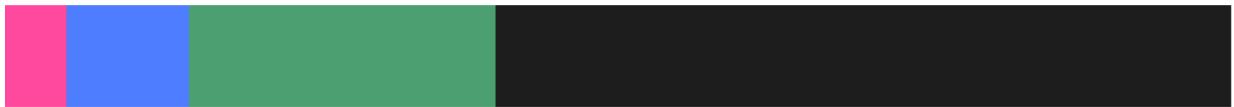


Vector



## Color System & Flexibility

Developed a sophisticated color palette that simultaneously referenced the museum's natural German hill setting and analog telecommunications equipment—reinforcing both environmental context and technological heritage. Rather than rigid brand guidelines, I created a flexible framework with defined constraints that could accommodate experimental applications while maintaining consistency.



Rose Bonbon

HSB	332, 71, 100
HEX	FF499E
RGB	255,73,158
CMYK	0 71 38 0



Blue Crayola

HSB	224, 69, 100
HEX	4E7DFF
RGB	78,125,255
CMYK	69 51 0 0



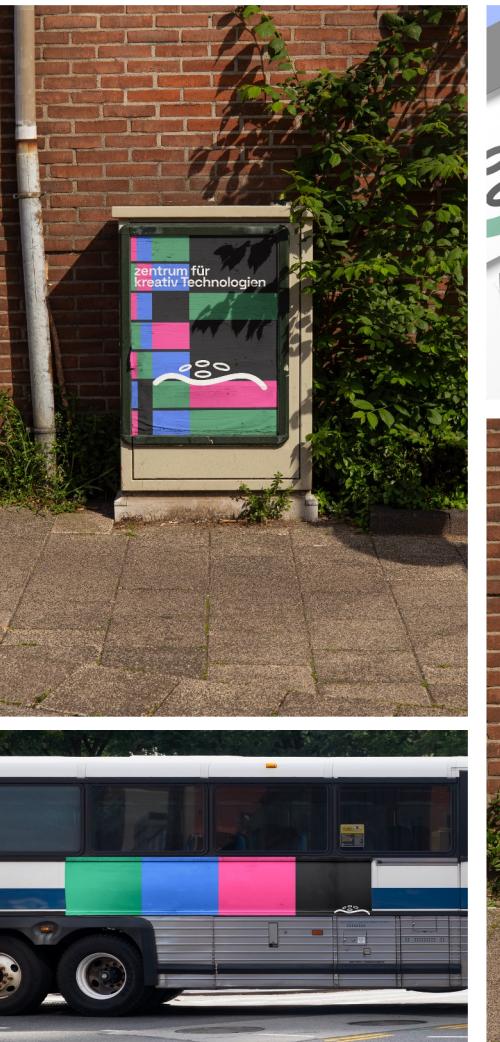
Shamrock Green

HSB	146 52 56
HEX	4C9F70
RGB	76 159 112
CMYK	52 0 30 38



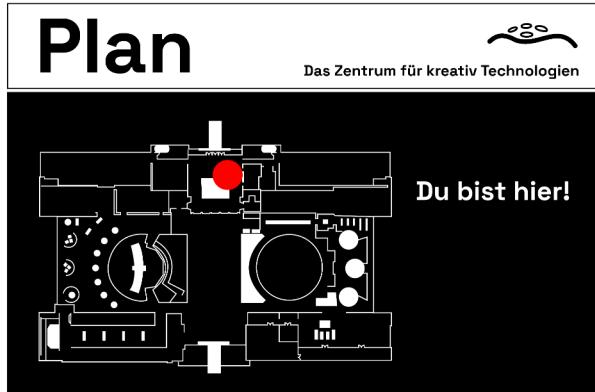
Raisin Black

HSB	300, 13, 3
HEX	080708
RGB	8, 7, 8
CMYK	0 12 0 97

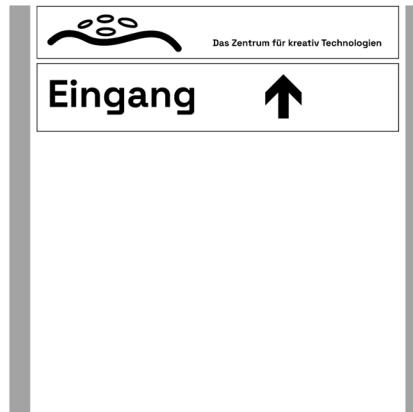


## Wayfinding

Created comprehensive wayfinding systems that guided visitors through the complex biodome structure while maintaining the brand's experimental aesthetic. This included signage, maps, and organizational systems that balanced functionality with artistic expression.



Map



Outdoor navigation



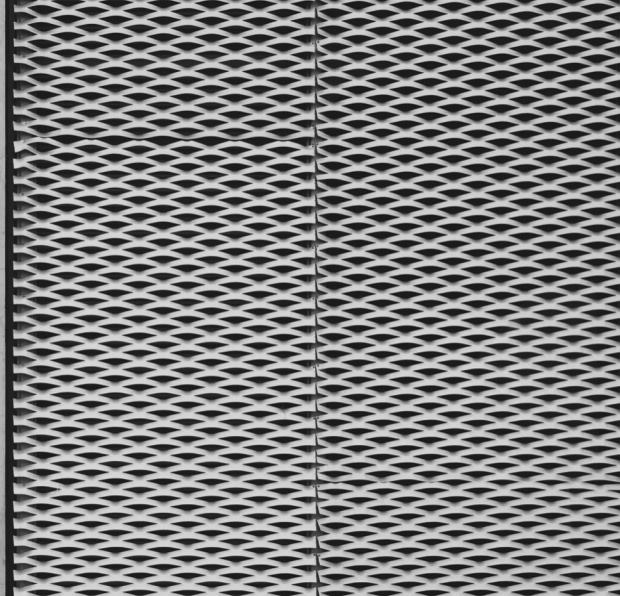
## Achtung

Nur für Museumsmitarbeiter,  
bitte nicht betreten



Indoor wayfinding

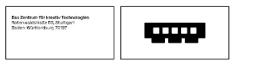
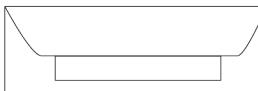
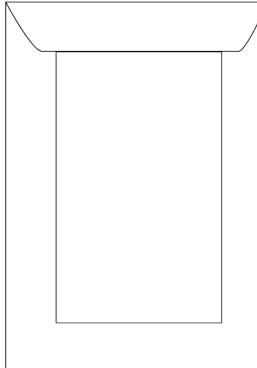
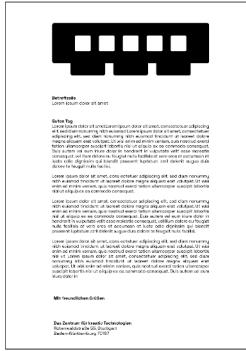
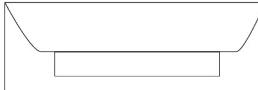
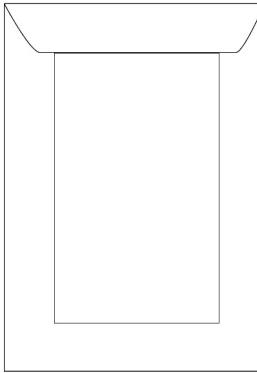
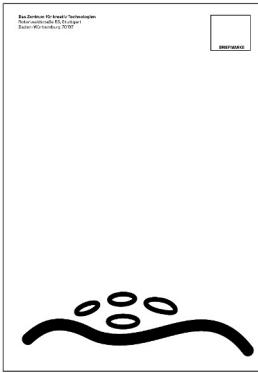
## Wayfinding



## Internal

The interior office retained an open studio theme, including natural materials, prioritizing the use of sunlight.





## Internal

Supporting materials for the internal design practice were designed too, such as A4 stationery.

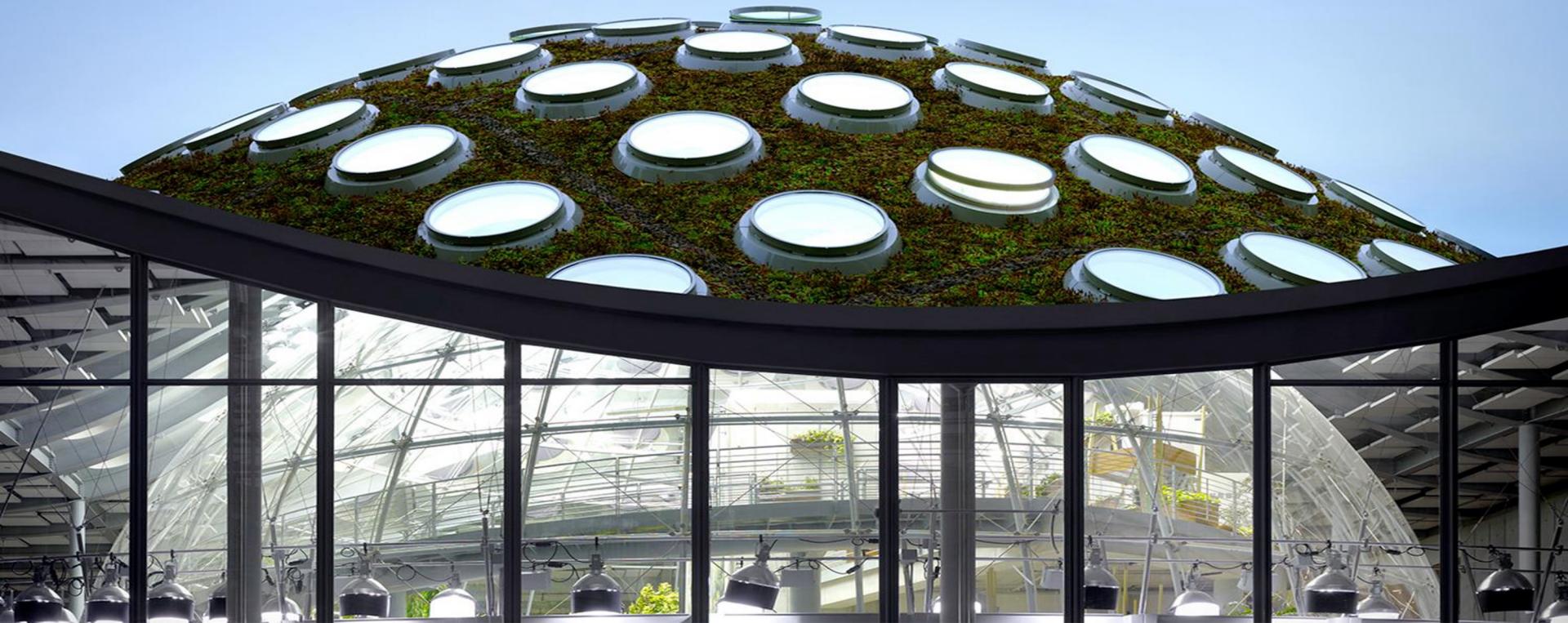
# Result

The project successfully established ZkT as a distinctive cultural institution with immediate brand recognition. The biodome-inspired logo became an instantly recognizable symbol that effectively communicated the museum's unique position as both preservation vault and innovation laboratory.



Outdoor entrance

**Thanks for reading!**





Hey, Corey here.

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