



PROBLEM

The current branding of the Museum of the African Diaspora can be overlooked due to the readability of the acronym and the overall emotion of the mark.



SOLUTION

Create a brand that reflects the Museum's stories and culture throughout all assets of design and campaign strategy.



WORD LIST

Narrative. Journey. Growth.

Biography

Movement

Narrative

Memorable

History

Dispersion

Visual

Minimal

Informative

Welcoming

Trail

Journey

Cultural

Path

Colorful

Readable

Audible

Engaging

Community

Direction

Enlighten

Display

Spread

Guidance

Growth

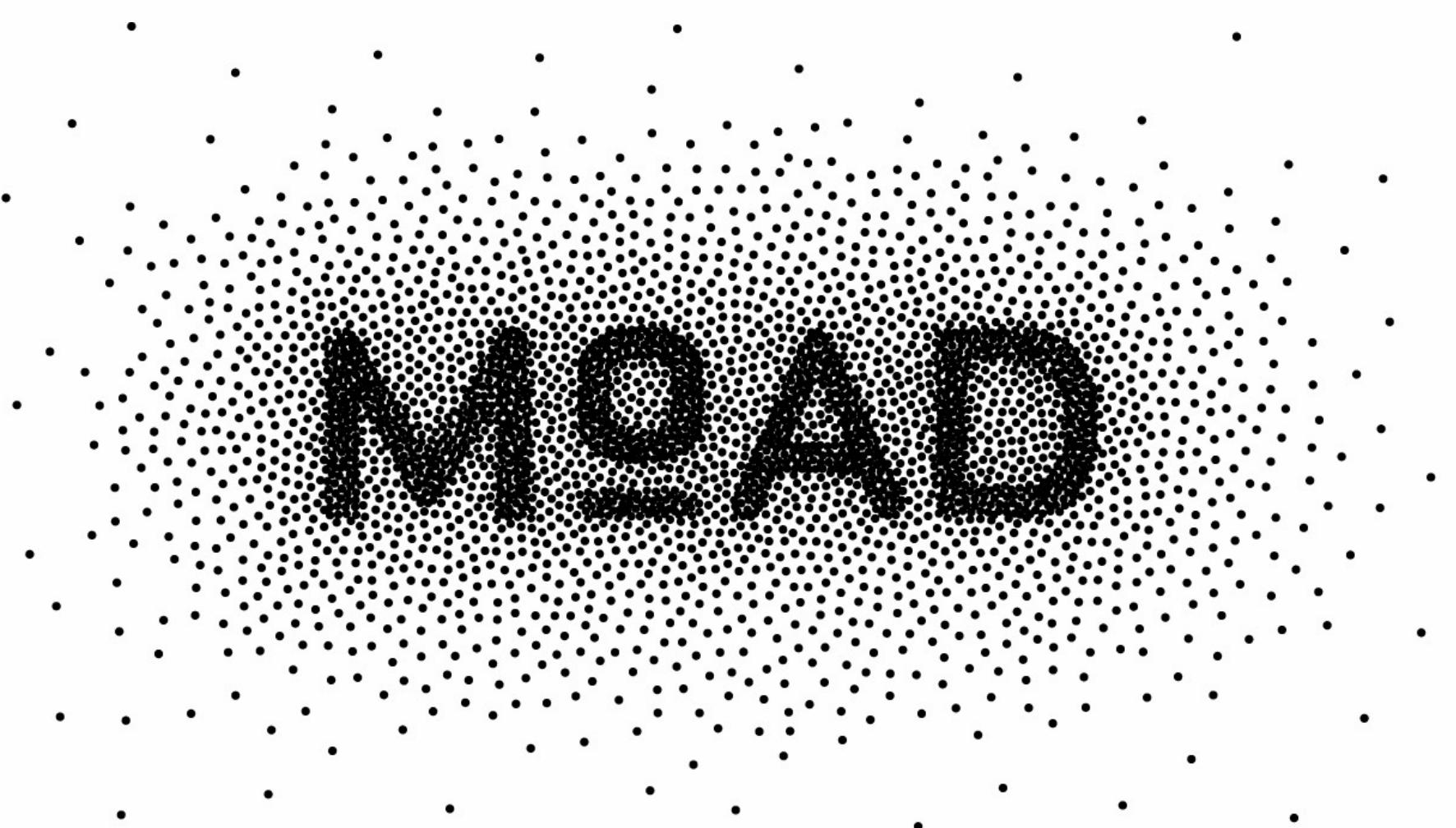
Thrive

Produce

Pastel

BRANDING

Final Logo / Comparison



Original Logo



New Logo

STYLE GUIDE



Logo Typeface

Futura Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Headers/Body Copy

Adobe Caslon Pro

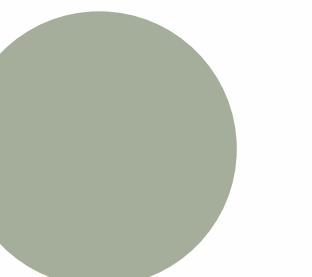
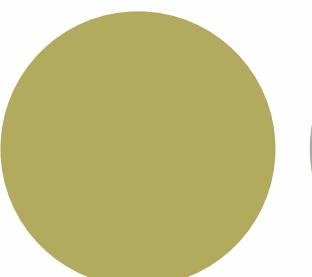
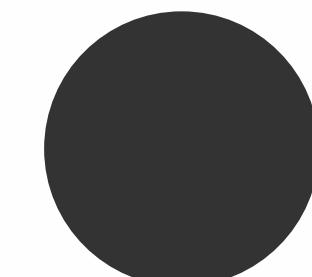
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

User Interface Details

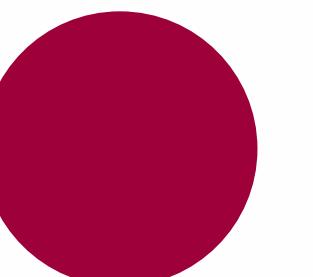
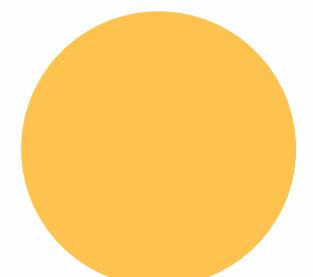
Source Sans Pro Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Primary Colors

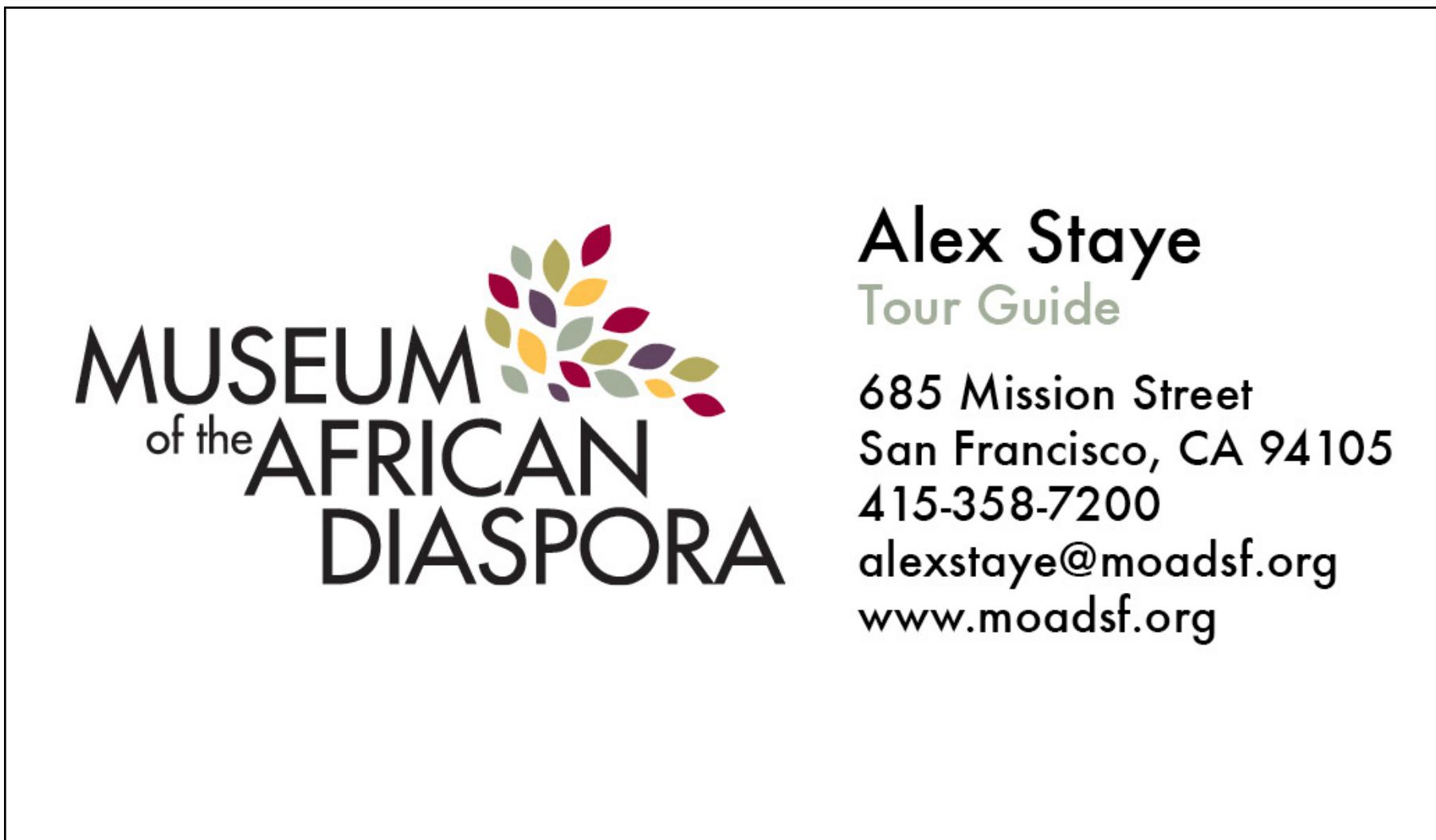


Secondary Colors



SIGNAGE

Business Cards



Front



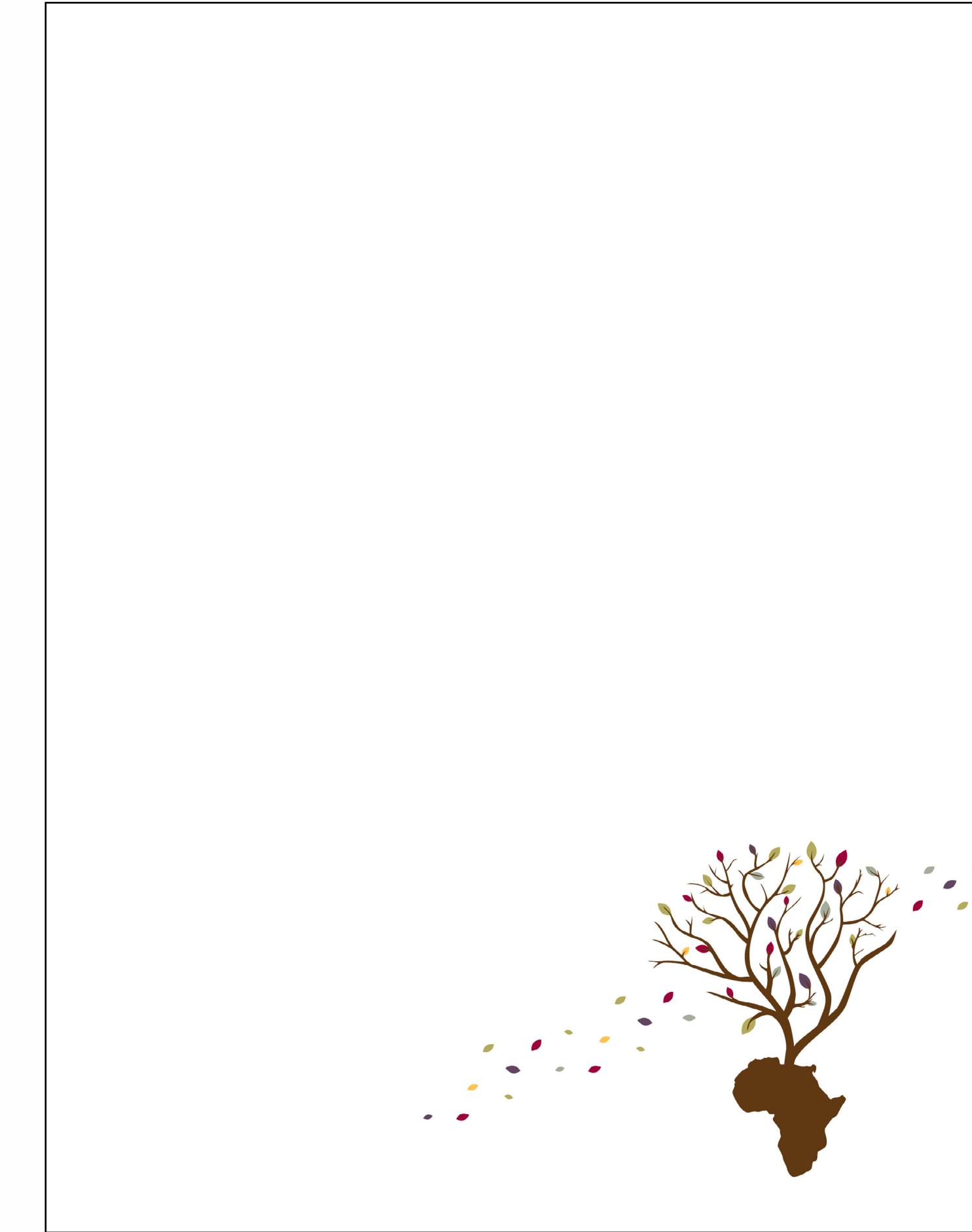
Back

SIGNAGE

Letter Head



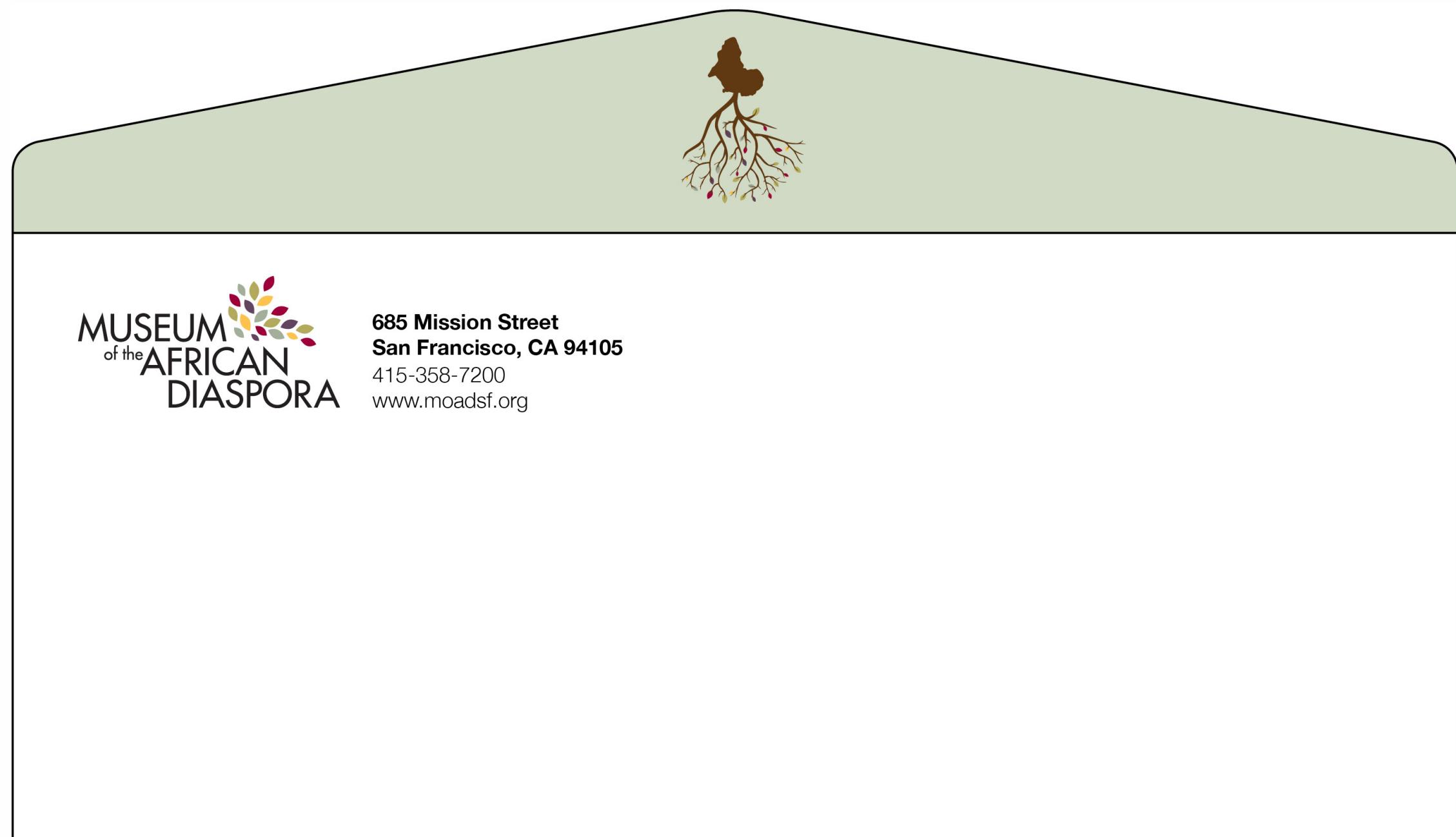
Front



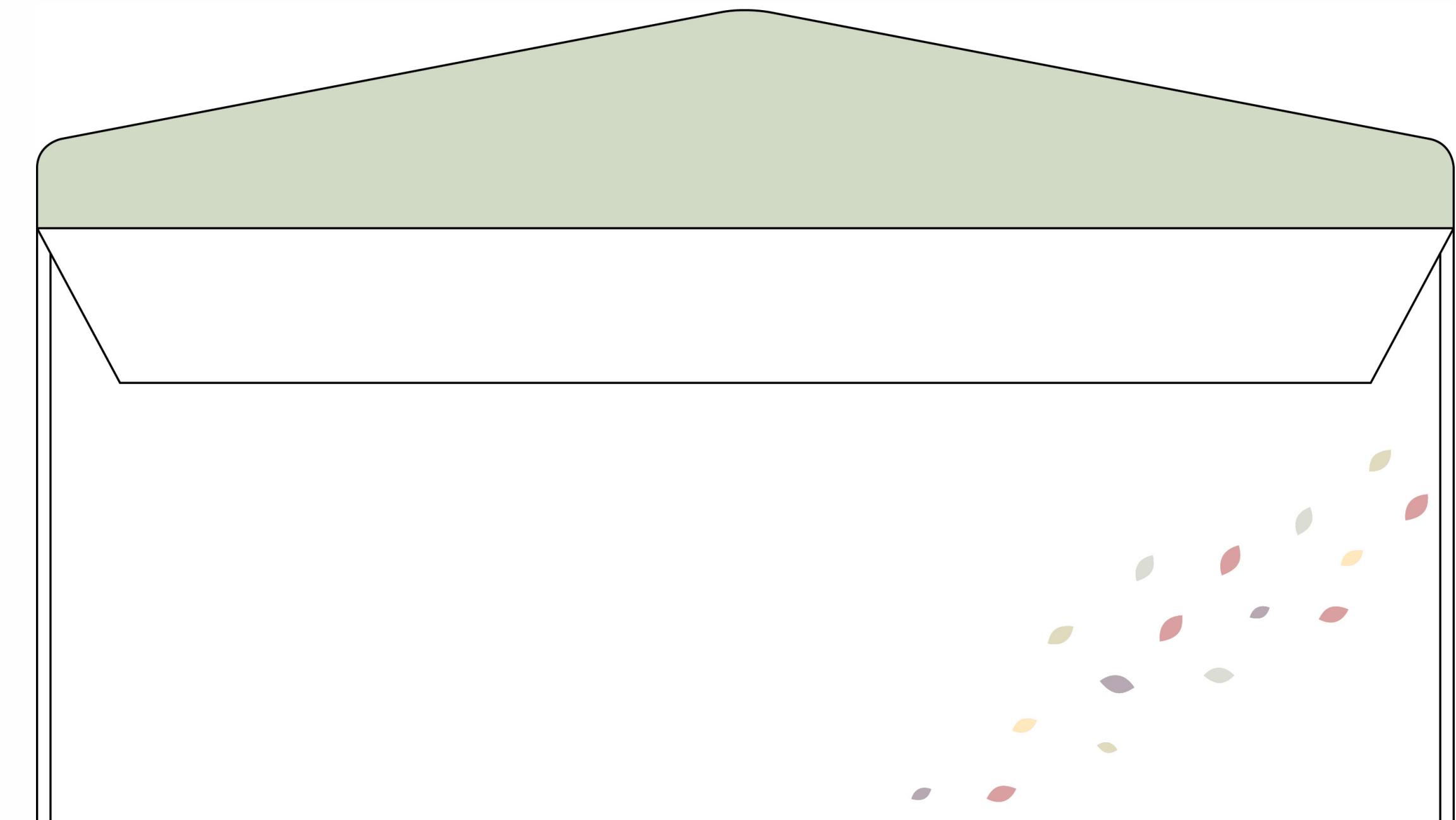
Back

SIGNAGE

Envelopes



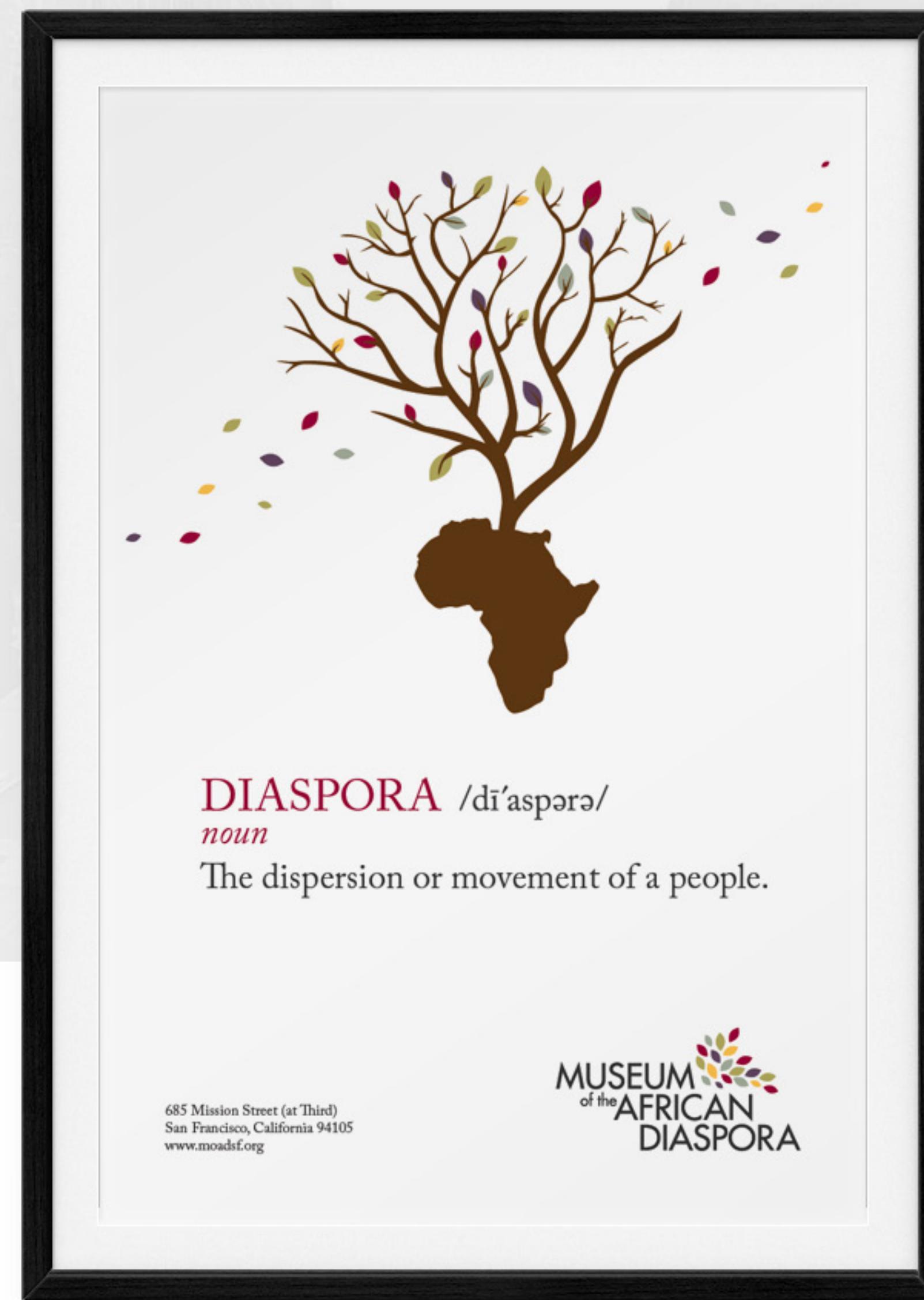
Front



Back

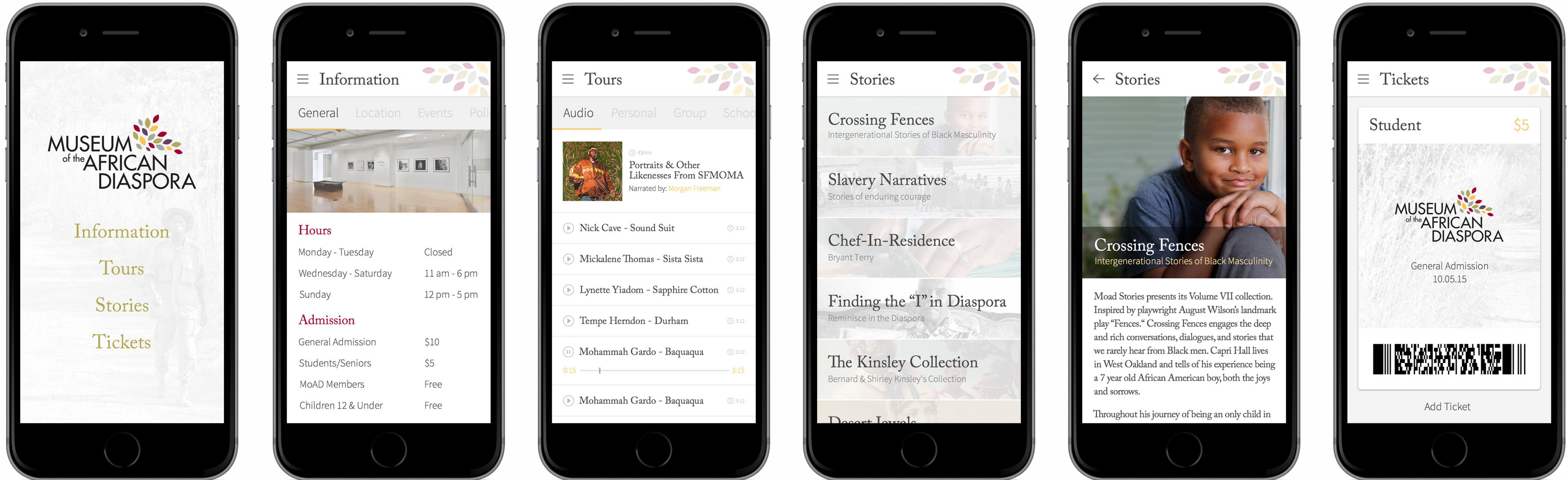
SIGNAGE

Campaign Poster



VISUAL DESIGN

Mobile App - Final Mock Ups





Thank You.