

Museum Mission

The Museum of Bad Art (MoBA) is dedicated to celebrating the joy of artistic expression in its most unconventional forms. Our mission is to ignite laughter and thought-provoking conversations by showcasing art that challenges traditional norms. Through a diverse collection of "bad art," we aim to foster a sense of appreciation for the creative process and encourage visitors to question the boundaries of artistic expression.

Rebrand Strategy

In rebranding the Museum of Bad Art (MoBA), the focus was on capturing the unexpected charm found within its unconventional art collection. The new logo features simplistic, overlapping shapes, symbolizing the diverse and playful nature of "bad art." The vibrant color palette, inspired by the eclectic hues found in the museum's collection, aims to convey a sense of creativity and celebration of artistic expression beyond traditional norms.

Full Logo Lockup

Wordmark

Symbol

Comic Sans, Custom Typesetting, Set in Black

Berlin Sans, DemiBold, Custom Typesetting, Set in Black

Logo Usage

While the logo is flexible, it presents best when displayed on shades of gray or deep black backgrounds to ensure visibility.



Logo Misuse

Please refrain from any of the following to ensure that we preserve the integrity of the logo.



Color Palette

These are the four primary brand colors used for MoBA's logo. They can be used anywhere in the logo symbol, each color should only appear once. Colors may look different due to inflating of shapes. The wordmark may also take any of these colors.



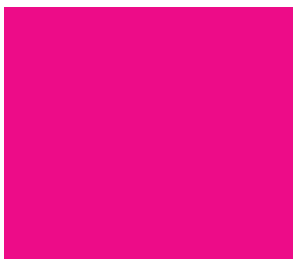
Cadmium Red
R 237 G 28 B 36
C 0 M 99 Y 99 K 0
HEX: #ED2127



Cerulean Blue
R 101 G 201 B 215v
C 55 M 0 Y 16 K 0
HEX: #66CAD7



Cadmium Yellow
R 242 G 203 B 21
C 6 M 17 Y 99 K 0
HEX: #F2CB18



Fuchsia
R 237 G 20 B 135
C 0 M 98 Y 6 K 0
HEX: #ED1487

The secondary colors should be used as accent or background color, but not used WITHIN the logo itself.



Dolphin Gray
R 225 G 226 B 227
C 0 M 0 Y 0 K 13
HEX: #E1E2E3



Charcoal
R 34 G 32 B 33
C 71 M 67 Y 64 K 73
HEX: #222021

Typography

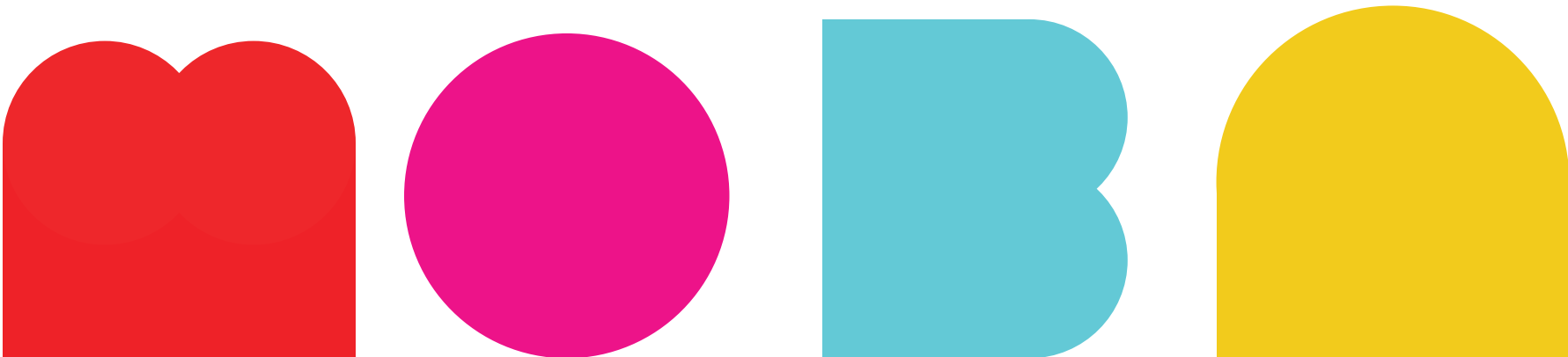
We use Berlin Sans FB DemiBold for all titles and headlines. The demibold weight strikes a balance between prominence and readability, making it ideal for titles that need to command attention while maintaining a touch of sophistication. This font choice aims to evoke a sense of bold creativity, aligning with MoBA's mission to celebrate unconventional and diverse artistic expressions, while contributing to a cohesive and memorable brand presence.

For the body, we use Comic Sans MS. This type was originallky made for cartoon speech bubbles and informal documents. By misusing it in the logo and body materials, is conveys a sense of playfulness and lightheartedness. The intentional subversion of the font adds a touch of irony and highlights the unique brand identity for the MoBA.

Berlin Sans FB DemiBold (Headlines)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Comic Sans MS (Body)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Supporting Brand Elements



Simplified shapes of the logo symbol.

Signage



Ticket



Gift Bag

