

SCAD Museum of Art

Rebrand and Applications



SCAD
Museum
of Art

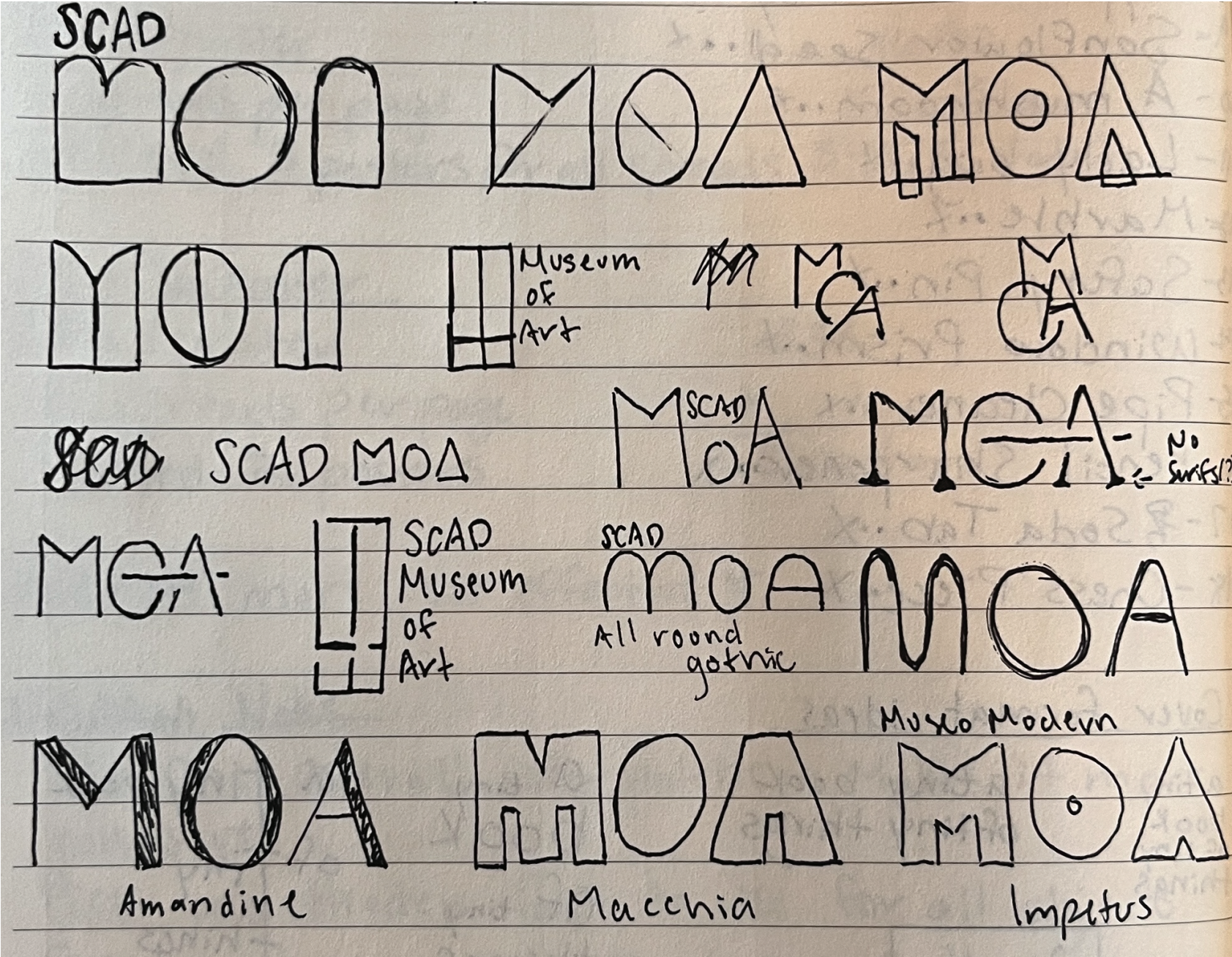
Inspiration

I started this rebrand off by taking a look at other well known art museums and seeing what their branding was like and how they promoted the museum and the exhibitions on display.



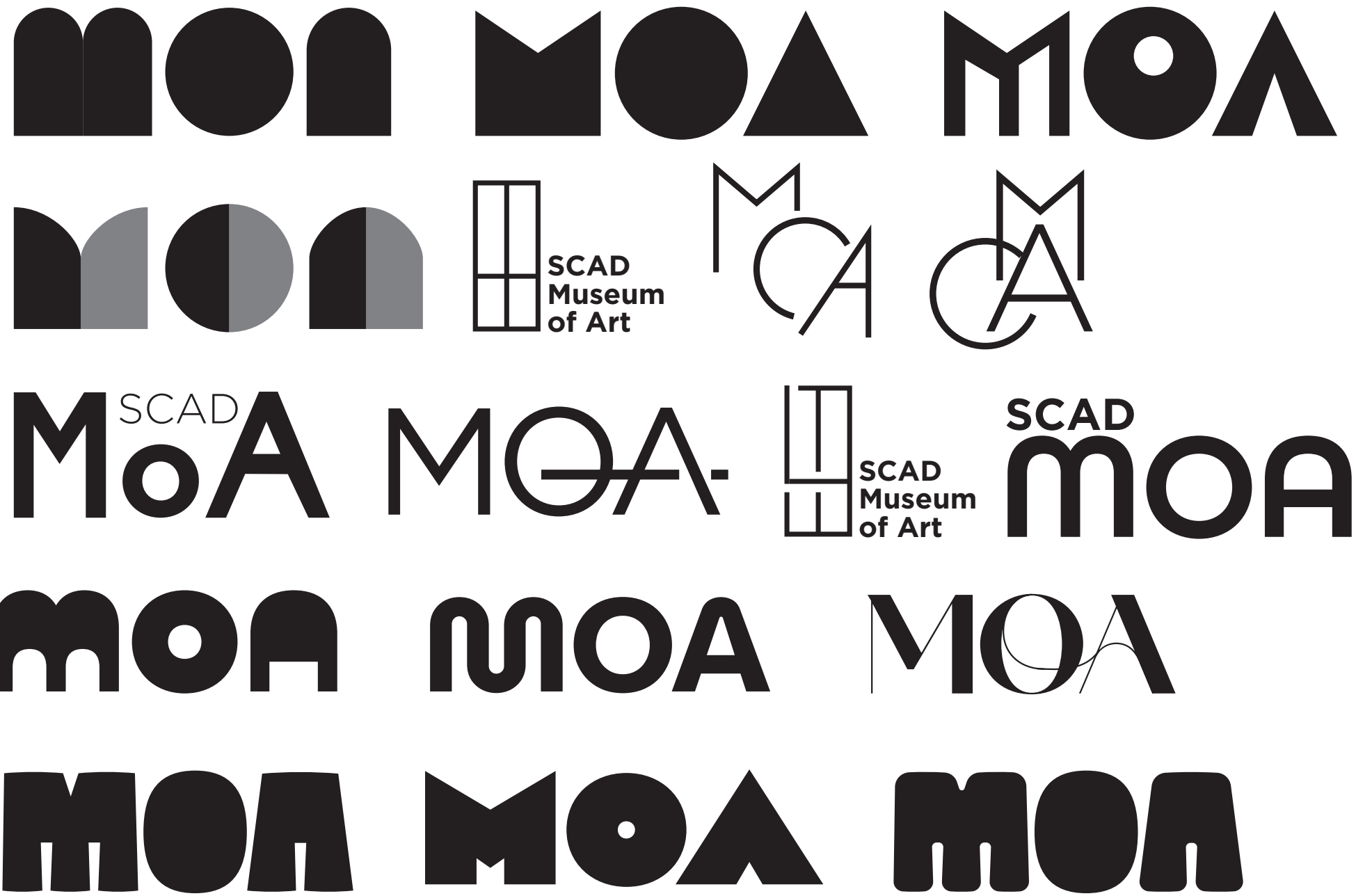
Rough Sketches

Turning to my paper and pen, I did some rough sketches to get some ideas on paper and seeing what worked and what didn't for the logo.



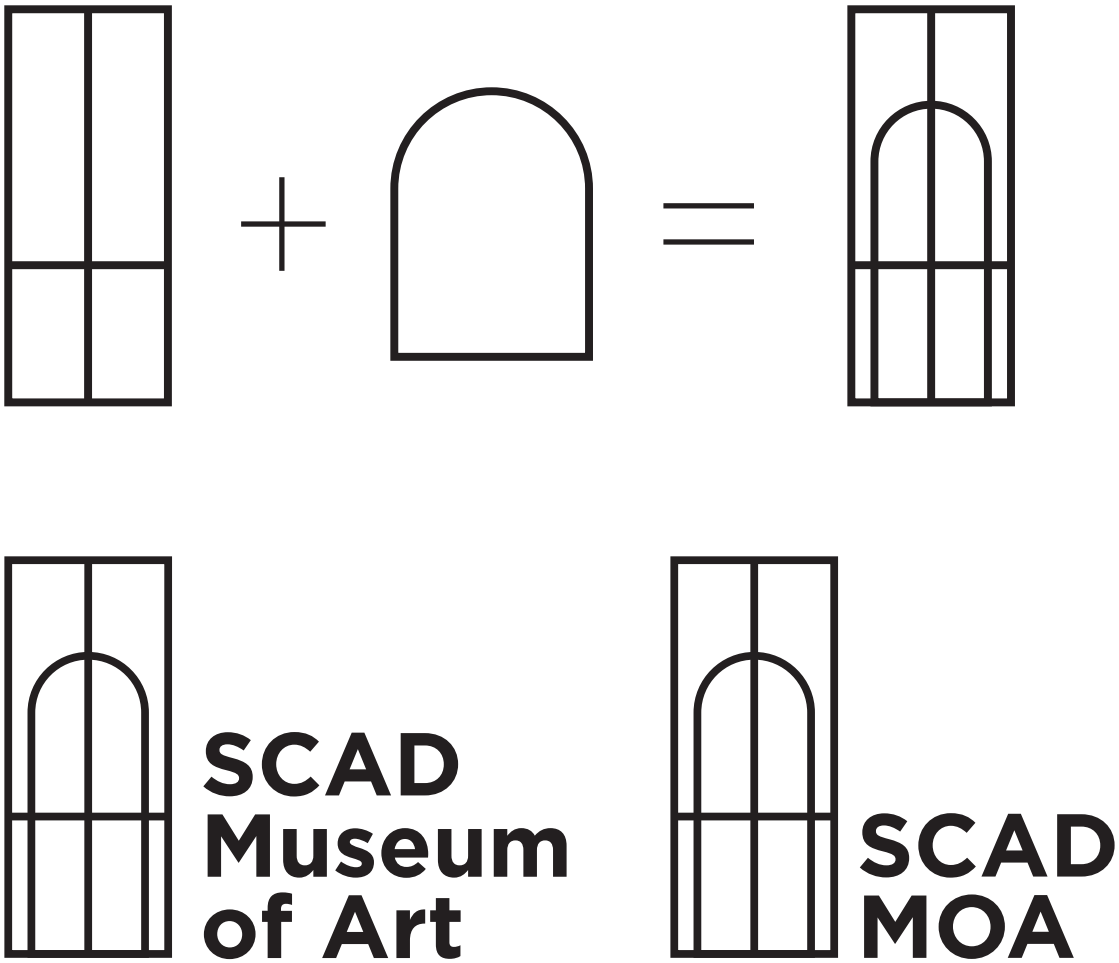
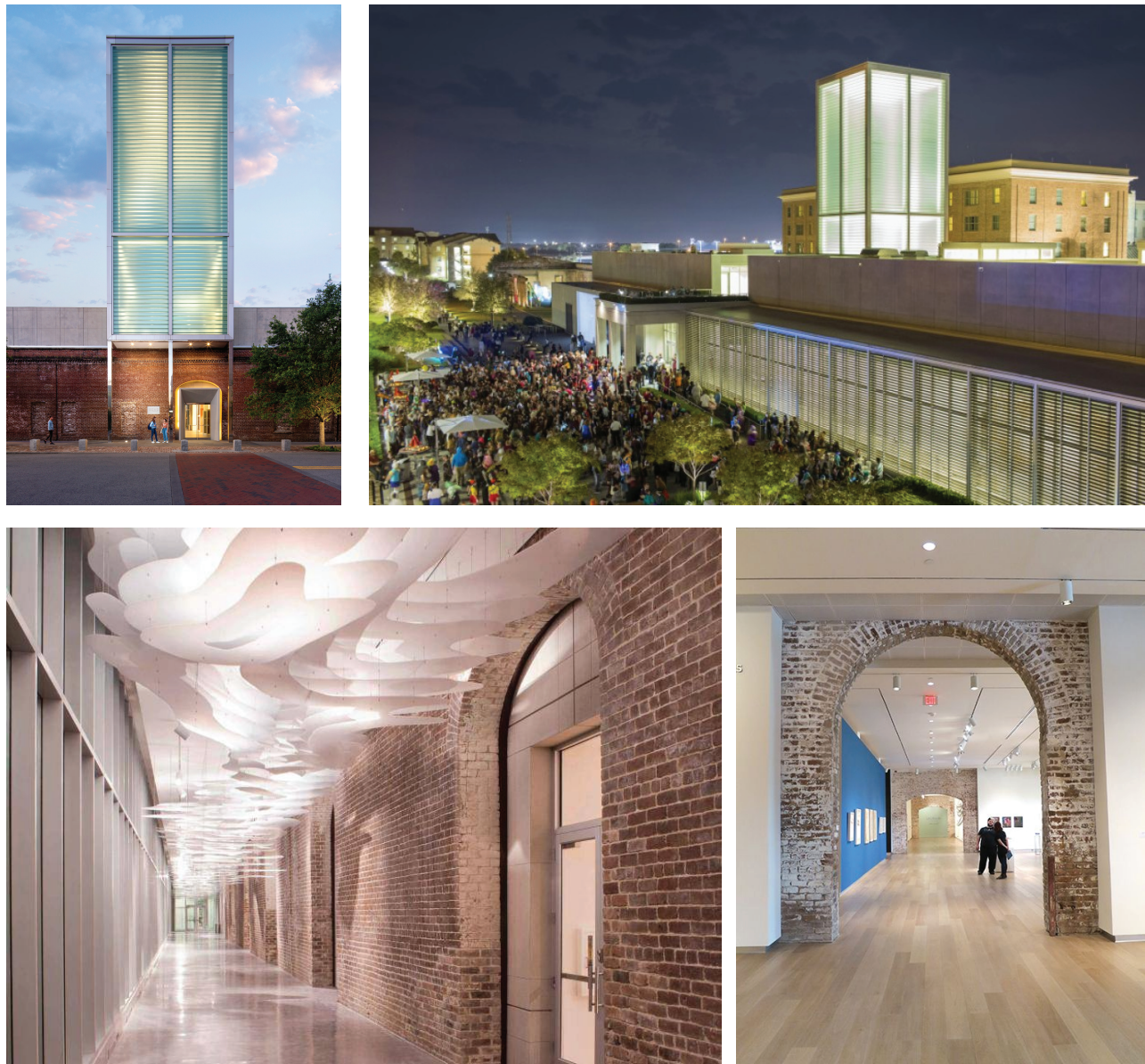
Digital Roughs

After sketching some logo ideas on paper, I then made some digital roughs to farther refine the logo ideas and see which ones were the strongest.



Final Logo Process

The SCAD Museum of Art's most distinctive feature is it's glass rectangular prism that rises above the rest of the restored brick building. Another prominent feature inside the building are the brick arches that remind visitors of the buildings history as a railway station. By combining these two aspects, this inspired the new logo.



Final Logo



Typography

Sticking with SCAD Brand standards, various weights of Gotham are used for the logo as well as for collateral text on posters and web pages.

Header Gotham Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz
1234567890

Body Gotham Book

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz
1234567890

Graphic Elements

Pulling from the logo itself, geometric shapes are used on collateral design materials to add dimension and layers. Photos of the exhibitions and artwork can be placed into the shapes or be used as ‘building block’ for a design.

