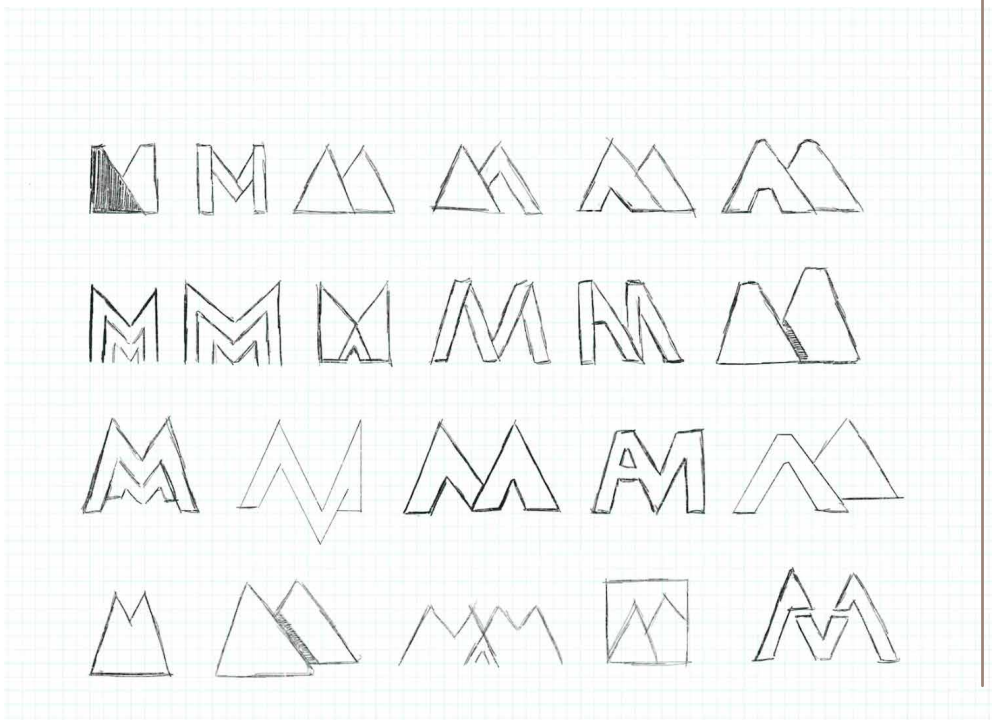


MARSH MUSEUM OF MODERN ART LOGO CONCEPTS

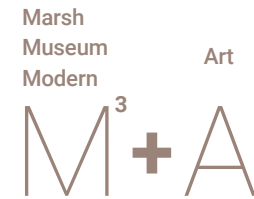


Exploring the M Letter Form

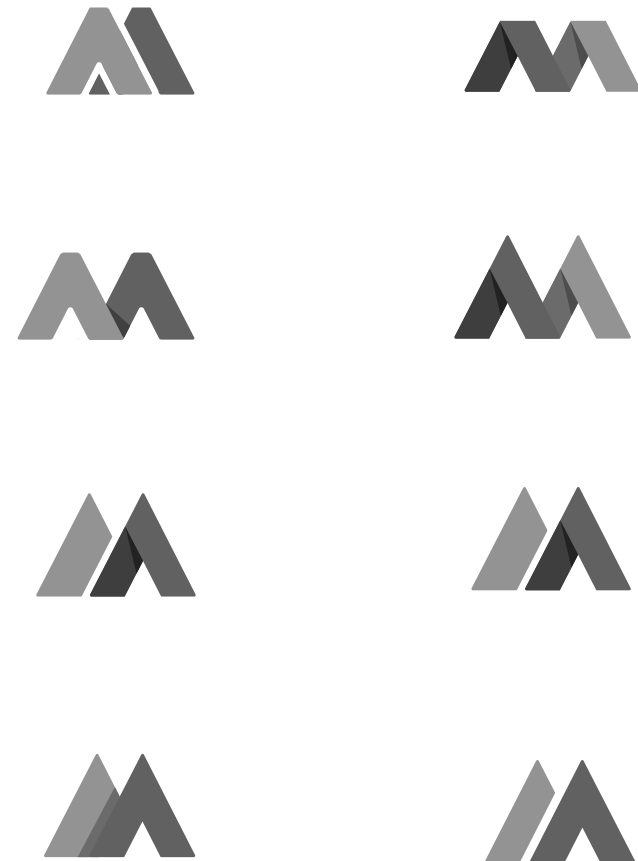
During the concept development process I decided to do a deeper study of the letter form M. The letter M has some unique qualities as it can bend and move in many ways and still retain its readability as an M. This prompted me to push the envelope of this letter form and try a ways to combine both the M (3 M's in the museum name) and the letter A into one logo mark or symbol.



The M + The A



After much exploration I discovered several logo marks that successfully combined the letter M and A into one unique mark. I wanted to simplify the mark as much. I also explored rounded or more sharp corners. The sharper corners I felt matched with the more contemporary modern look.



CHALLENGE >

The biggest challenge was to maintain the clarity and readability of both the M and the A. Careful thought was put into how those letters came together in the center.

Finding the Right Modern Typeface

A modern art museum deserves the right modern typeface. After playing with both serifs and sans-serif typefaces it became apparent that sticking with a sans-serif let the logo mark (symbol) take center stage. It also provided a sense of simplicity which is a common characteristic among modern art pieces. Helvetica has earned its place as a fantastic flexible post modern typeface.



Helvetica



Left Alignment

The left alignment makes the viewer more aware of the three M's present in the logo.

Sans-serif Options



Serif Options



Exploration Discoveries



Unbalanced ragged type



Unbalanced logo mark and logo type.

CHALLENGE >

The challenge here was how to treat the "of" in this name. I wanted to downplay the word "of" by making it smaller but keeping it in the same Helvetica typeface. This allows us to only need one typeface for the logo, once again making simplicity the key theme throughout this concept.

Standard Presentation (Horizontal)

This will be the preferred logo format when possible. It maintains a nice lockup that works well with social media, website banners and traditional print methods.



Logomark Only



Alternative Presentation (Vertical)

In other situations a vertical presentation may be needed. The text will remain left aligned to keep the recognition of the three M's.

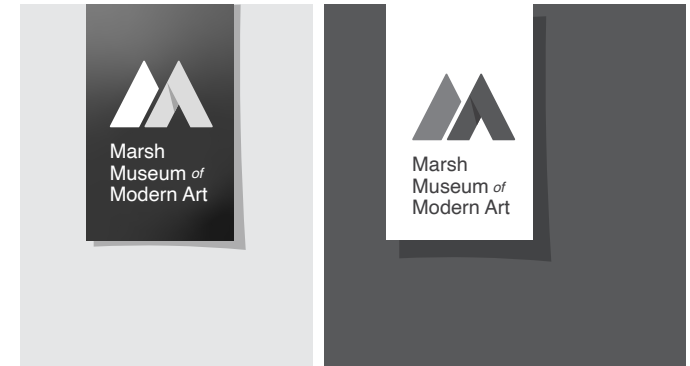


Logotype Only

Marsh
Museum of
Modern Art

Tag Presentation (Background)

In situations where the logo needs to exist over a detailed background I developed a tag presentation that will exist as a box on top of the background, keeping the logo in a neat clean area.

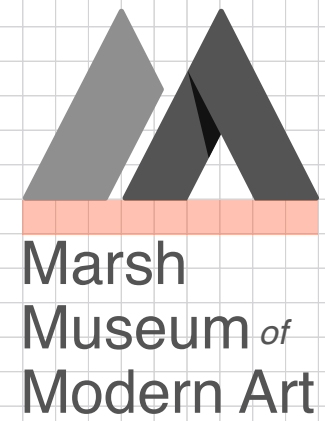
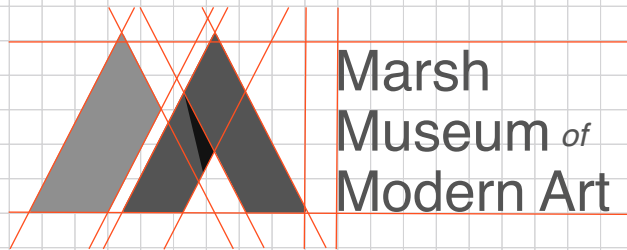


On top of light backgrounds

On top of dark backgrounds

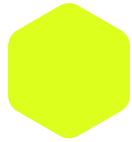


The Grid



LOGO COLOR PALETTE

COOL



Vivid Light Green

Hex #662D91
R: 102 C: 75
G: 45 M: 98
B: 145 Y: 0
K: 0



Vivid Green

Hex #662D91
R: 102 C: 75
G: 45 M: 98
B: 145 Y: 0
K: 0



Vivid Purple

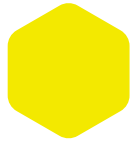
Hex #662D91
R: 102 C: 75
G: 45 M: 98
B: 145 Y: 0
K: 0



Vivid Dark Purple

Hex #662D91
R: 102 C: 75
G: 45 M: 98
B: 145 Y: 0
K: 0

WARM



Vivid Yellow

Hex #662D91
R: 102 C: 75
G: 45 M: 98
B: 145 Y: 0
K: 0



Vivid Orange

Hex #662D91
R: 102 C: 75
G: 45 M: 98
B: 145 Y: 0
K: 0



Vivid Red

Hex #662D91
R: 102 C: 75
G: 45 M: 98
B: 145 Y: 0
K: 0



Vivid Pink

Hex #662D91
R: 102 C: 75
G: 45 M: 98
B: 145 Y: 0
K: 0

NEUTRALS



Light Gray

Hex #662D91
R: 102 C: 75
G: 45 M: 98
B: 145 Y: 0
K: 0



Gray

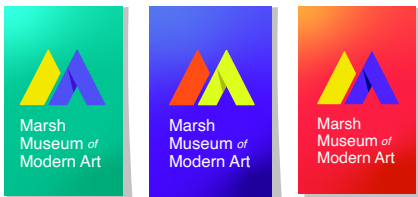
Hex #662D91
R: 102 C: 75
G: 45 M: 98
B: 145 Y: 0
K: 0



Black

Hex #662D91
R: 102 C: 75
G: 45 M: 98
B: 145 Y: 0
K: 0

GRADIENTS



Bright + Vivid + Strong

Colors were chosen based on a few factors:

1.) Legibility - The most important factor in the color palette selection. Enough contrast had to be generated for maximum readability at any size.

2.) Opposites attract - Most color combinations are opposites on the color wheel (better known as complimentary colors). This provides a natural harmonious color combo.

COLOR APPLICATION



COLOR USAGE - GALLERY

