

The Nelson-Atkins Museum of Art

> Identity design
> Brand extension

“Previously we had thought of the brand only in terms of the logo, but MetaDesign helped us see the broader business impact of the brand and identity system on our goals.”

Karen Christiansen

COO, The Nelson-Atkins Museum of Art

The Nelson-Atkins Museum of Art is one of the nation’s premier art institutions. However, its operations were being hampered by a muddled brand identity. The Museum had no single identity system for its many different entities, from museum facilities to programs and endowments. Instead, a new look and feel was created for each piece of signage, mailer, or stationery, forcing the museum to spend more money to get the same communications effect.

The Museum seized on a window of opportunity created by the planned construction of a new building and invited a number of firms to submit proposals to rework the museum’s brand identity, develop an identity system, and create wayfinding signage.

MetaDesign was selected, according to Christiansen, “because their work was fresh and exciting and they approached the relationship as a true business partner. They helped us understand the impact of our current, unfocused identity system on our efforts to communicate with key constituencies, and helped us understand the importance of the branding identity decisions on our organization.”

As the new identity system continues to roll out, the museum is benefiting both from its new identity system harmonizing all aspects of communications, as well as the improved perception of the Museum at a critical time while it embarks upon the construction its new signature building.

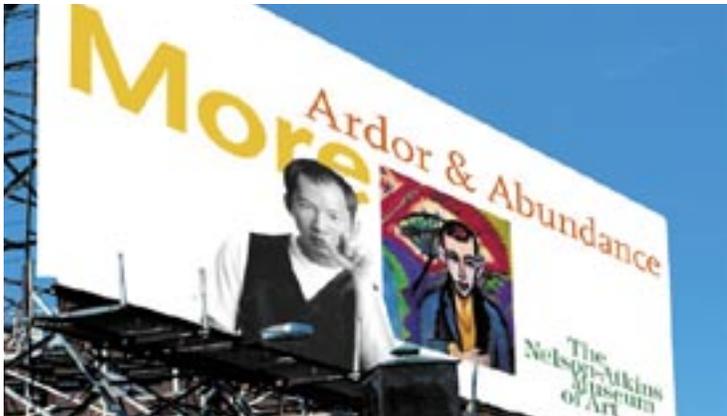
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Identity system

The Museum's new identity system was designed to reflect the Museum's classic heritage as well as its dynamic present. The graphic system highlights similarities between particular works of art and individual people, inviting the public to "see themselves" in art.



Transitional promotional campaign

Anticipating a long and potentially difficult construction phase for the Museum's extension, Metadesign created a concept for a promotional campaign to mitigate confusion caused by the construction. The campaign was designed to inspire the public to continue visiting the museum and whet their appetite for future developments. Campaign graphics would appear on construction barriers, billboards and temporary wayfinding signs.