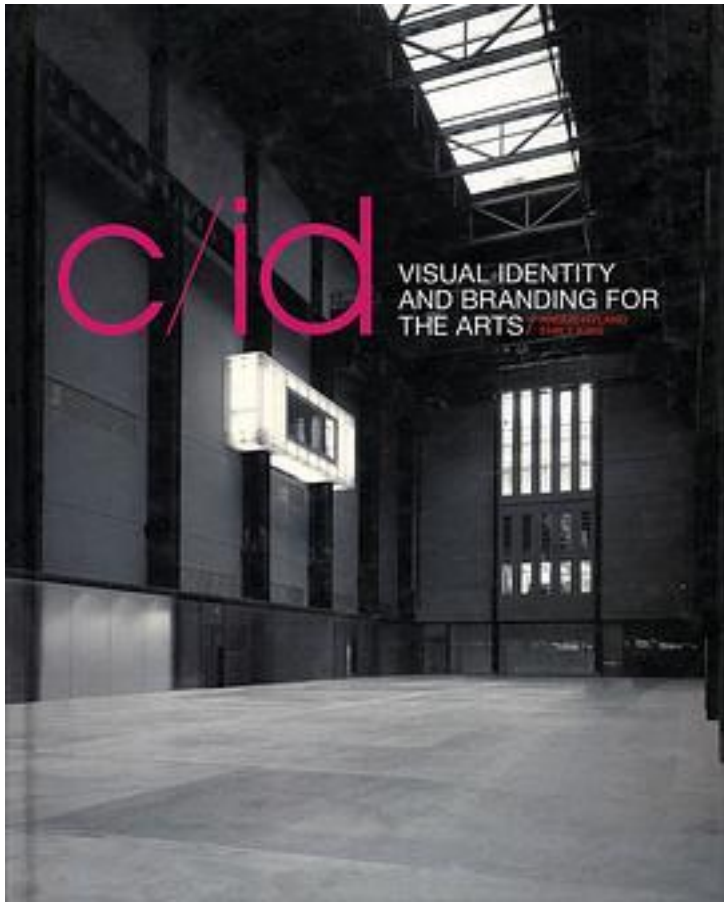


C/ID: Visual Identity and Branding for the Arts



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Following the explosion of identity design in the arts and the reinvention of the art gallery/museum as a brand, this book provides a survey of recent and current design work for cultural clients, including galleries, museums, theaters and auditoriums. Thirty international case studies clearly express what good design can do to improve the

fortunes and/or images of an institution. The focus is on new identities and their application, as well as smaller design solutions such as gallery guides, promotional programs (incorporating everything from posters to ad campaigns). Exhibition catalogs, branded merchandising, websites, signage systems, renovated environments, new galleries, extensions and completely new buildings. The case studies consider projects large and small from museums and galleries of international significance, to smaller institutions whose sphere of influence is more local. Each includes comments from the designers and from key stakeholders.

作者介绍:

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标签

设计

品牌设计

design

VI

LaurenceKing

艺术

identity

branding

评论

博物馆的品牌设计，大多是简洁
Typography，宣传册就加上艺术摄影。记得书里有个瑞典博物馆的 logo
设计很特别，一个立方体向四方发散出去，有点 Tate
的味道却不一样。可惜名字很拗口怎么也想不起来那博物馆叫什么了。

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书评

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