

## Process Book

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# Design High Museum of Art Identity

Shuhang Chen

**GDVX 749**

Professor Holly Quarzo

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### History of the museum & founder

The museum was founded in 1905 as the Atlanta Art Association. In 1926, the High family, for whom the museum is named, donated their family home on Peachtree Street to house the collection following a series of exhibitions involving the Grand Central Art Galleries organized by Atlanta collector J. J. Haverty. Many pieces from the Haverty collection are now on permanent display in the High. A separate building for the museum was built adjacent to the family home in 1955.

In 1983, a 135,000-square-foot (12,500 m<sup>2</sup>) building designed by Richard Meier opened to house the High Museum of Art. Meier won the 1984 Pritzker Prize after completing the building. The Meier building was funded by a \$7.9 million challenge grant from former Coca-Cola president Robert W. Woodruff matched by \$20 million raised by the museum. Meier's highly sculptural building has been criticized as having more beauty than brains.

In 2005, Renzo Piano designed three new buildings which more than doubled the museum's size to 312,000 square feet (29,000 m<sup>2</sup>), at a cost of \$124 million. The Piano buildings were designed as part of an overall upgrade of the entire Woodruff Arts Center complex. All three new buildings erected as part of the expansion of the High are clad in panels of aluminum to align with Meier's original choice of a white enamel façade. Piano's design of the new Wieland Pavilion and Anne Cox Chambers Wing features a special roof system of 1,000 light scoops that capture northern light and filter it into the skyway galleries.

## 01 RESEARCH

### Museum visual identity

After the museum was formally established in 2005, the main colors of the museum are white walls and white tiles, and the details of the museum are dotted with red. The museum's logotype is visually identified by the High family name.

In the recognition system of the high art museum, the word High and the letter H are always used as the recognition logo in different occasions, which shows respect to the founder. And has been used since 2005.



### Product & Service

Provide a place for people to appreciate art activities and hold different art exhibitions. It's the center of the arts in Atlanta.

### Mission Statement

As the largest art exhibition center in Atlanta, the advanced art museum not only serves the local people of Atlanta, but also needs to serve visitors from all over the United States and even the world, because it is a world-class art museum. At the same time, as an art museum, the main task is to convey art education to visitors and improve people's aesthetic level. This is not only the quality of the works collected by the museum, but also the visual design of the museum, which is an important part of aesthetic education.



## 01 RESEARCH

### Local Competitors

Although the museum is not much of a financial competitor, visitor traffic is the most important data for the museum, as are the Atlanta zoo, the Atlanta botanical garden, the Coca-Cola company, the aquarium and other open museums in Atlanta.

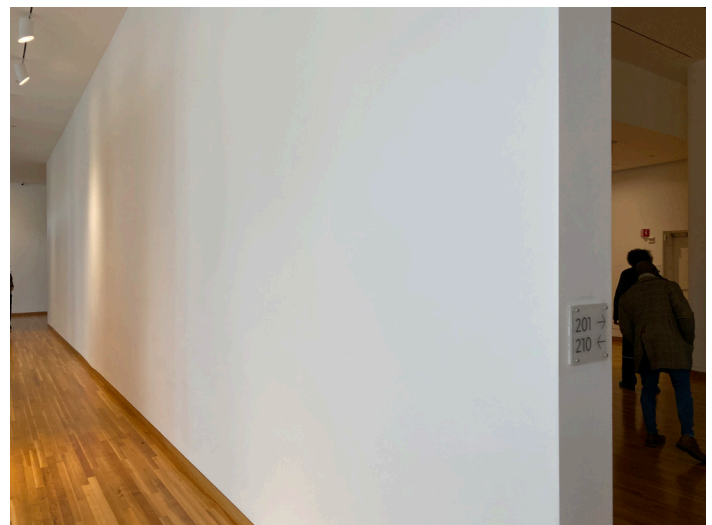
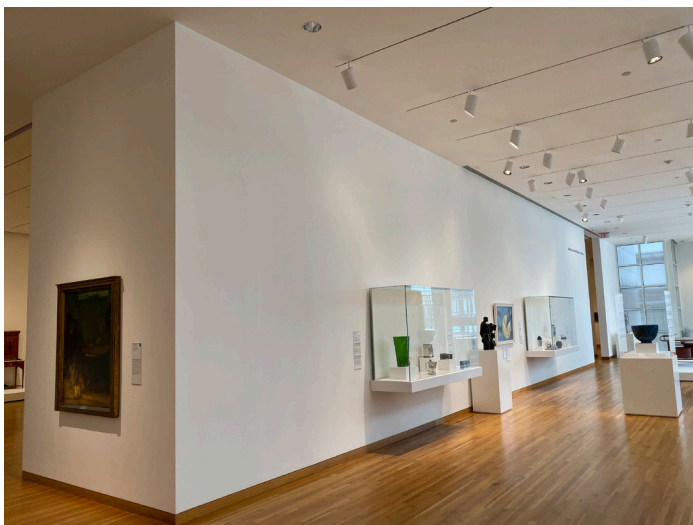
These exhibition places have their own specific themes, which are very specific, and involve a wide range of age and interests. There is no need to display special things for special people. These exhibition halls can attract visitors of any occupation, from children to the elderly. Senior art gallery is different, however, not all the people are interested in art, art of the audience is very small, so as a competitor, museum needs to own collection of publicity at the same time, the propaganda, propaganda posters, their propaganda is very important, because the propaganda of layout do well can attract more visitors, because now people have a very high level cognition of beauty, and art gallery, need to strengthen and elementary school, high school cooperation, make propaganda in schools when visual image, in children, student information passed between art gallery.



## 01 RESEARCH

### Problem in way finding system

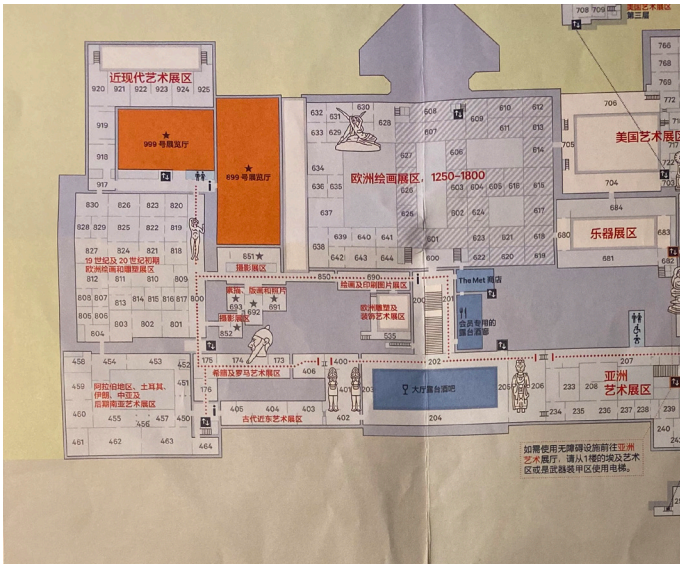
Compared to other museums, the High Museum is not very friendly to first time visitors. The visual guidance in the museum is not obvious, and the marking of each area is not obvious, which does not look like a system with the logo. Way finding systems are very weak. I went to the museum myself and recorded these questions.



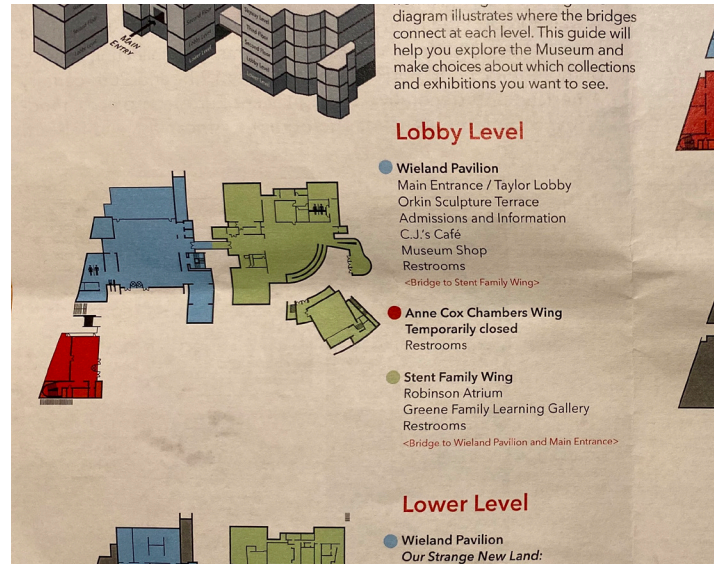
# 01 RESEARCH

## Problem in map

Visual design of a good museum. The first is the Metropolitan Museum of Art in New York. As a world famous museum, the Metropolitan Museum of Art is the best in teaching and design. Comparing the two maps, we can see that the Met map is more complete and clearer, making it easier for visitors to follow the same path when viewing the exhibition. The map of Gao Museum only shows the function and name of each floor, and does not clearly mark the exhibition area number of each floor. All the icons are very small, making it difficult for older people to find where they want to go while reading.



Left: The Met



Right: High Museum of art

## 02 PLANNING

### Project Goals

By comparison, it can be found that the visual design in the high museum is very weak, not at the level of a famous art museum. All visual instructions are very cheap, so it is important to design the interior guide design. Meanwhile, in order to distinguish high museum from the met, the whole logo needs to be redesigned. Based on the above, first, it is necessary to design the signs, text and graphics inside the museum. Second, redesign the logo and auxiliary graphics.

### Goal 1: The logo has been redesigned to make the museum more distinctive from the Met.

Design the main logo, the second logo and auxiliary graphics of the high museum. Keep the original high style and redesign. Because the museum is named after the person who built it, the design still revolves around the founder's name.

### Goal 2: Design a set of fonts and graphics that match the museum logo.

Design a set of patterns applied to the indicators in the exhibition hall are made, including toilets, elevators, stairs, information service desk, no food, no photos, and other icons that need to prompt visitors.

The logo for 'THE MET' is displayed in white serif capital letters on a red rectangular background. The word 'THE' is positioned above 'MET', and the letters are closely spaced.The logo for 'HIGH' is displayed in white serif capital letters on a red rectangular background. The letters are widely spaced, creating a clean, minimalist look.

### Project recommendations

In order to attract more visitors to the high museum and give them better experience.

- Improved tag recognition and features.
- Highlight the image features of the high museum, and establish a unique logo
- Create more attractive visual effects for brochures and posters through logos and auxiliary graphics.
- The establishment of a complete visual guidance system, so that visitors have a better visit experience, better praise.
- Use the auxiliary graphics and logo reasonably and apply them to the surrounding products to achieve better publicity effect.

High museum should establish a complete visual system, which can attract people's eyes during external publicity because of the unique logo and logotype. Through the visual guidance in the museum style, visitors can better find the exhibition they want to see and the facilities they want to use, giving them a better visiting experience. A good map is very important, it not only represents the image of the museum, but also allows visitors to find the best walking route to visit the museum, which is convenient for them to visit and rest. The visiting experience brought by a good visual image makes people more impressed by the museum, and indirectly promotes the museum through others' excellent experience of visiting the museum, so as to gain more page views in the competition of museums. It also makes the museum better.

## 02 PLANNING

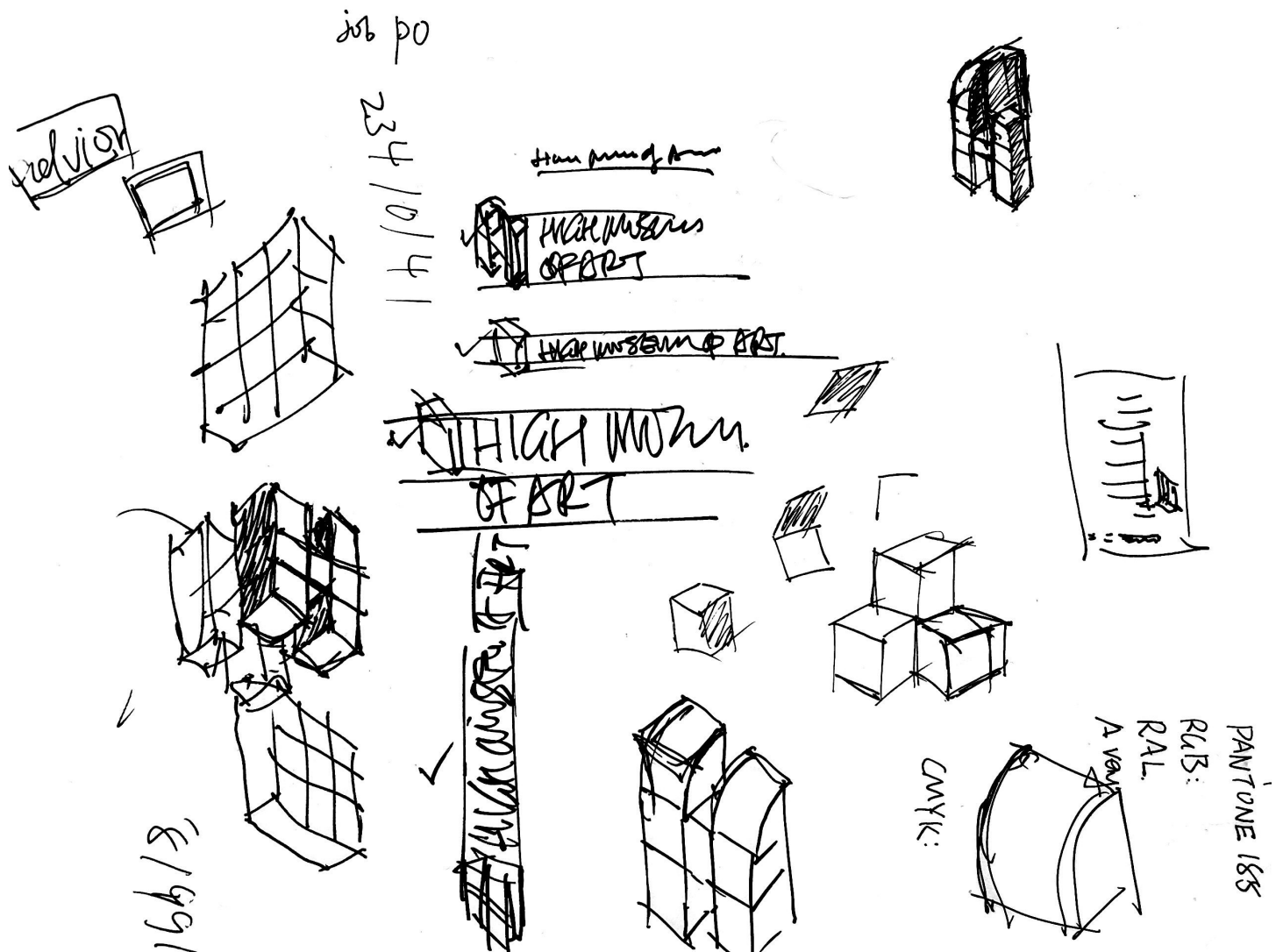
### Rollout lists

- 1 Main Identity
  - 1a Mark in Color
  - 1b Mark in B&W
  - 1c Mark in 3 sizes.
  - 1d Mark in reversed application B&W
  - 1e Mark in reversed in one color
  - 1f Mark in different configurations
  - 1g Mark in motion and sound
- 2 Full Stationery
  - 2a Letterhead without letter in place
  - 2b Letterhead with a business letter in place
  - 2c Business or No. 10 envelope without address in place
  - 2d Business or No. 10 envelope with an address in place
  - 2e Business card Front and back
- 3 Full company or sales website
- 4 App pages
- 5 Social media web pages
  - 5a Banner Ads
- 6 Signage
  - 6a Buildings and offices. Interior and exterior
  - 6c Public areas. Check in counters, public seating spaces, etc.
- 7 Packaging
  - 7a Carry bags or shopping bags.
  - 7b Take-out boxes for food
  - 7c Product boxes
  - 7d All food containers: Cups, napkins, cup-holders, pop-corn cups, etc.
  - 7e Gift boxes
- 8 UniformsPromotional
  - 8a Managers and other staff members
  - 8b Mens
  - 8c Womens
- 9 Promotional Plus
  - 9a T-shirts, bath robes, towels, slippers, soaps, shampoo, etc.
  - 9b Other items applicable to your business
  - 9c Credit and loyalty cards.
- 10 Advertising
  - 10a Bus shelter poster/ads
  - 10b Billboards
  - 10c Subway or airport billboards/ads
  - 10d Magazine print ads
  - 10e Newspaper print ads
  - 10f Other media. On line advertising.



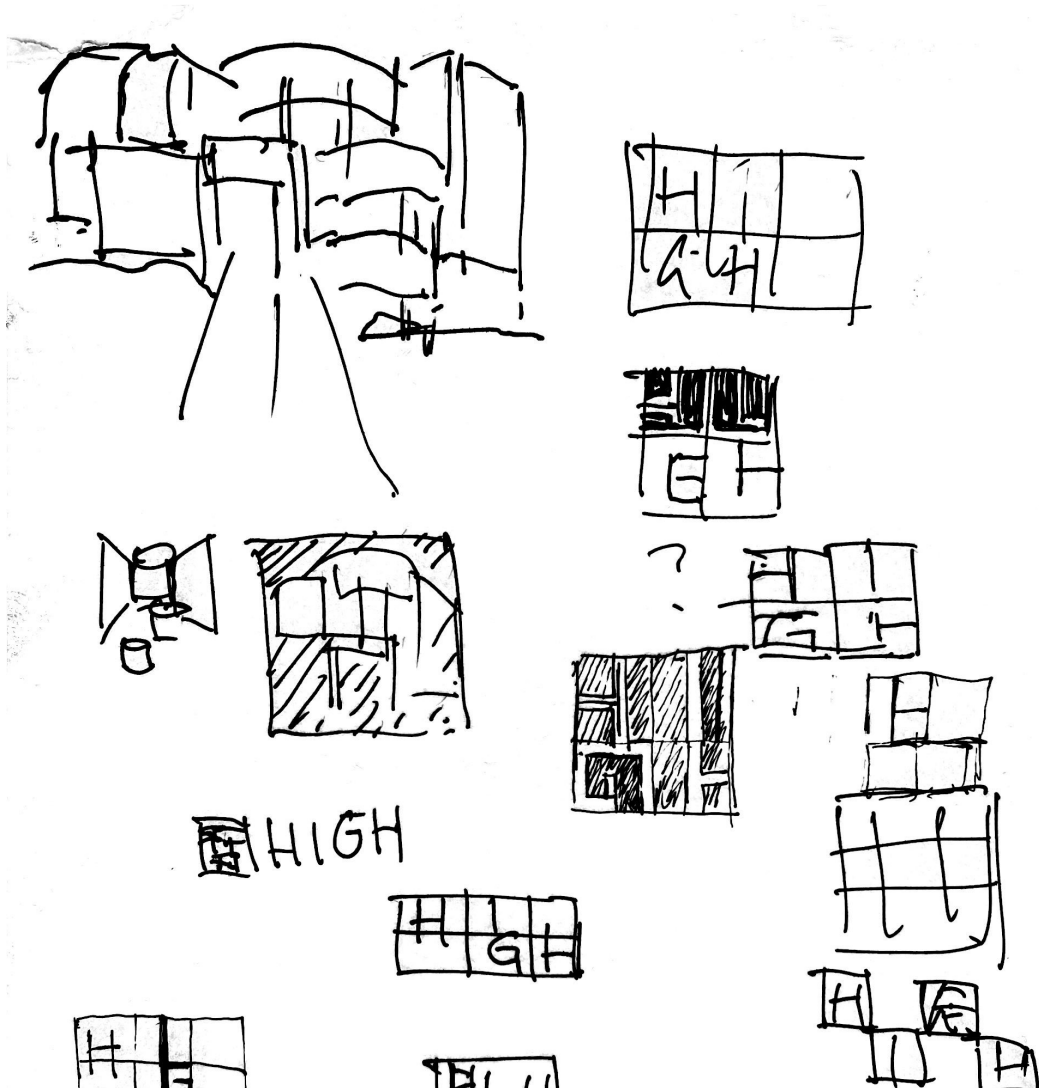
## 03 CREATIONS

## SKetches



### 03 CREATIONS

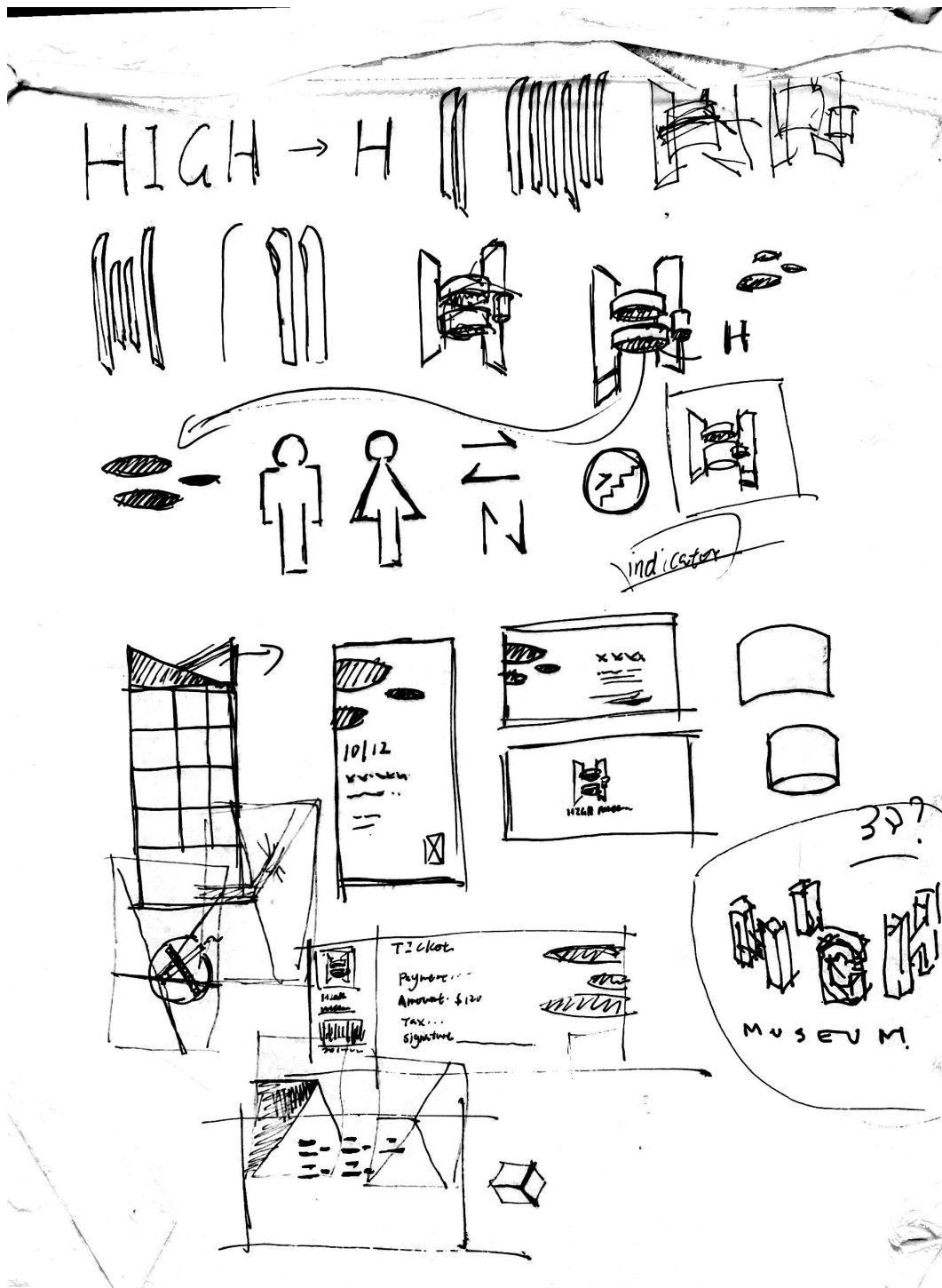
#### Sketches





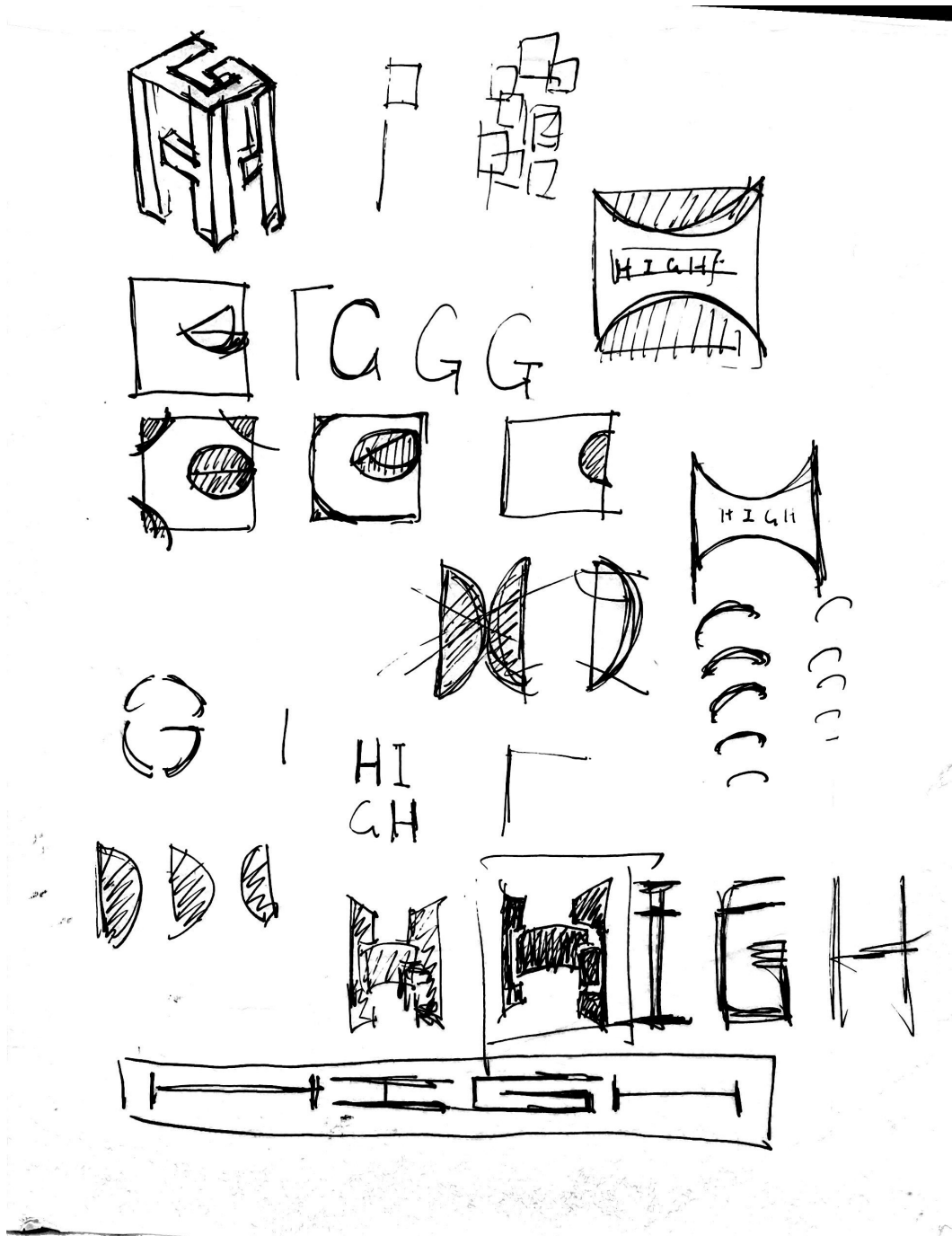
## 03 CREATIONS

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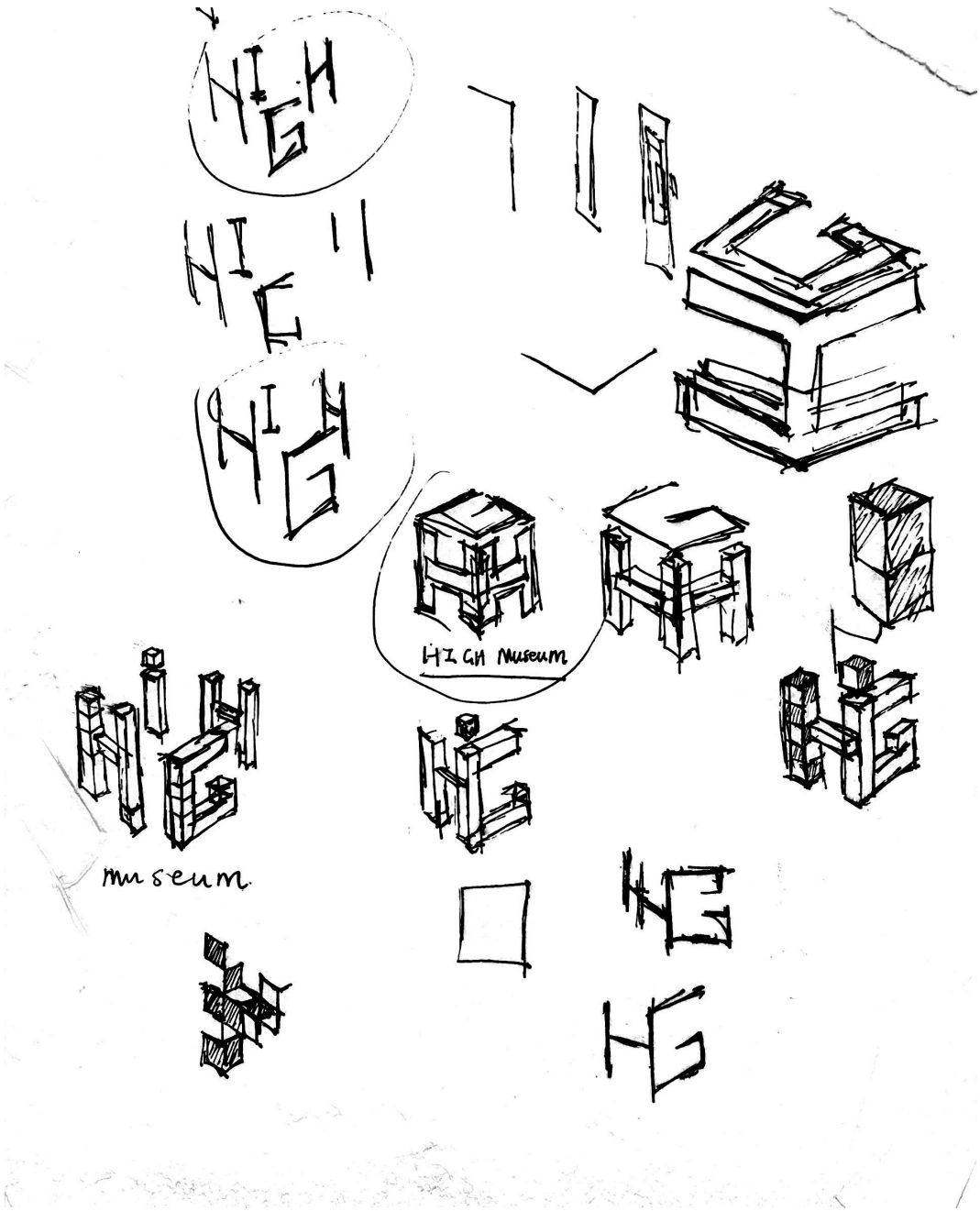
## 03 CREATIONS

## Sketches



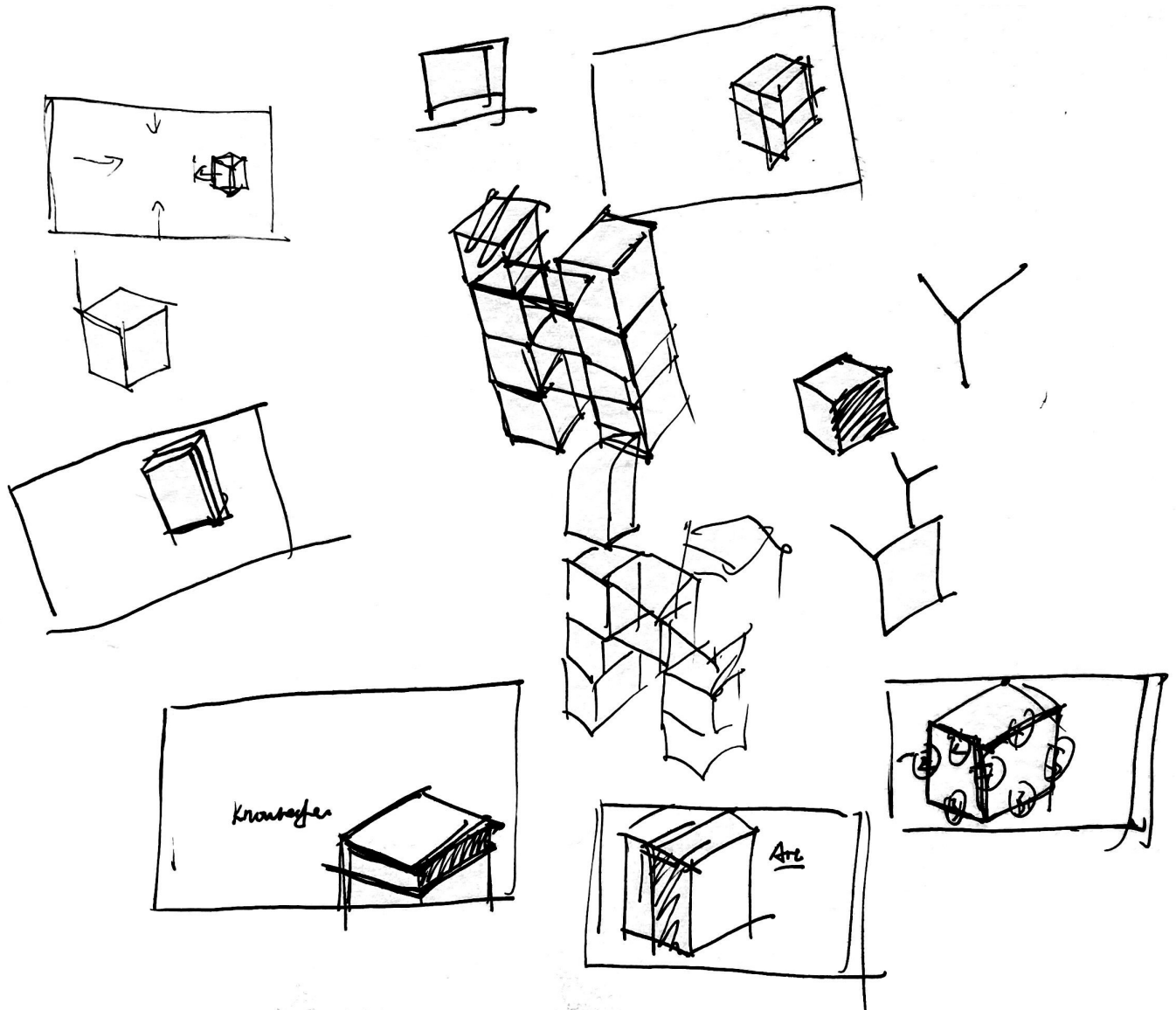
03 CREATIONS

SKetches



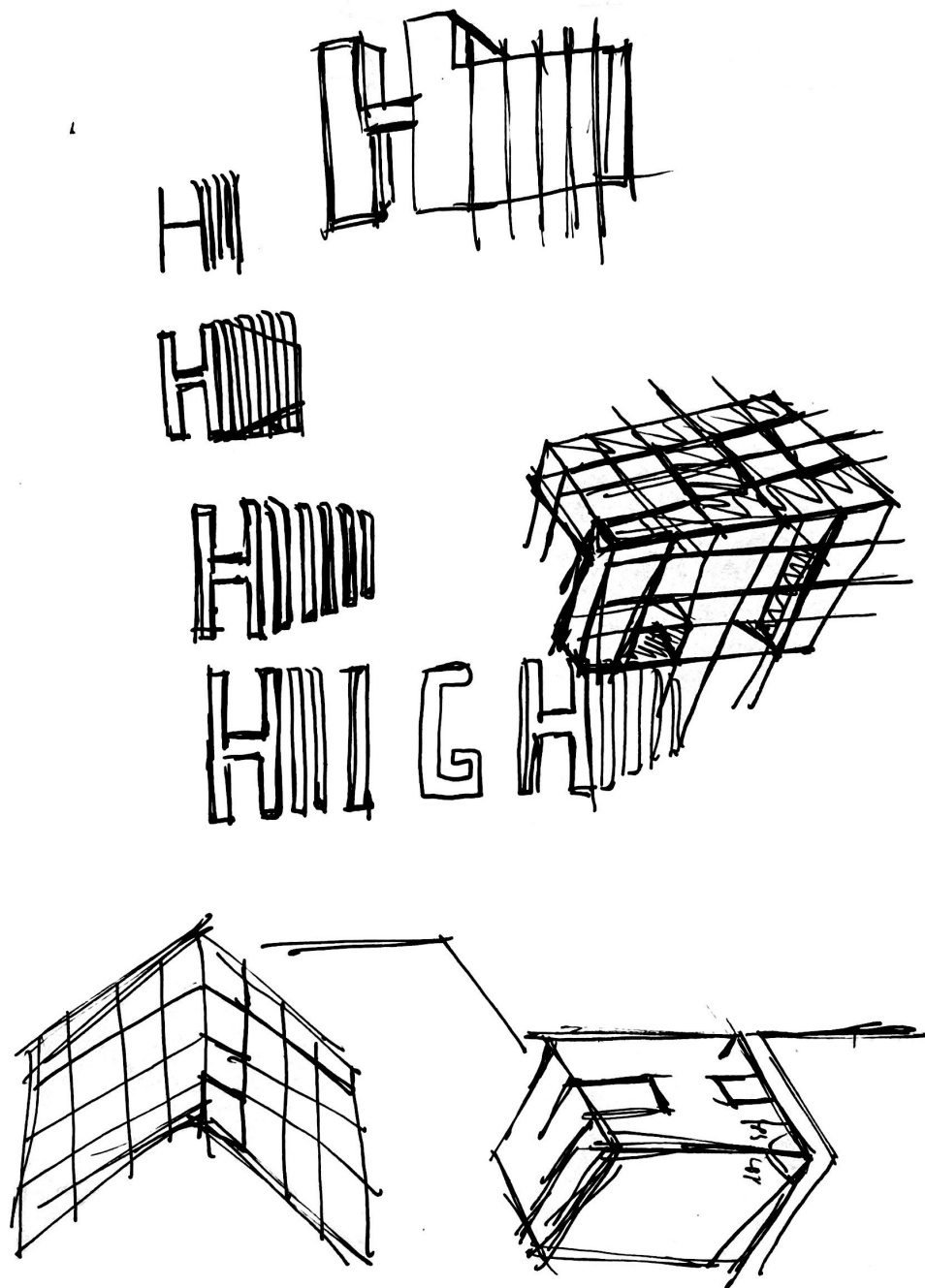
## 03 CREATIONS

## Sketches



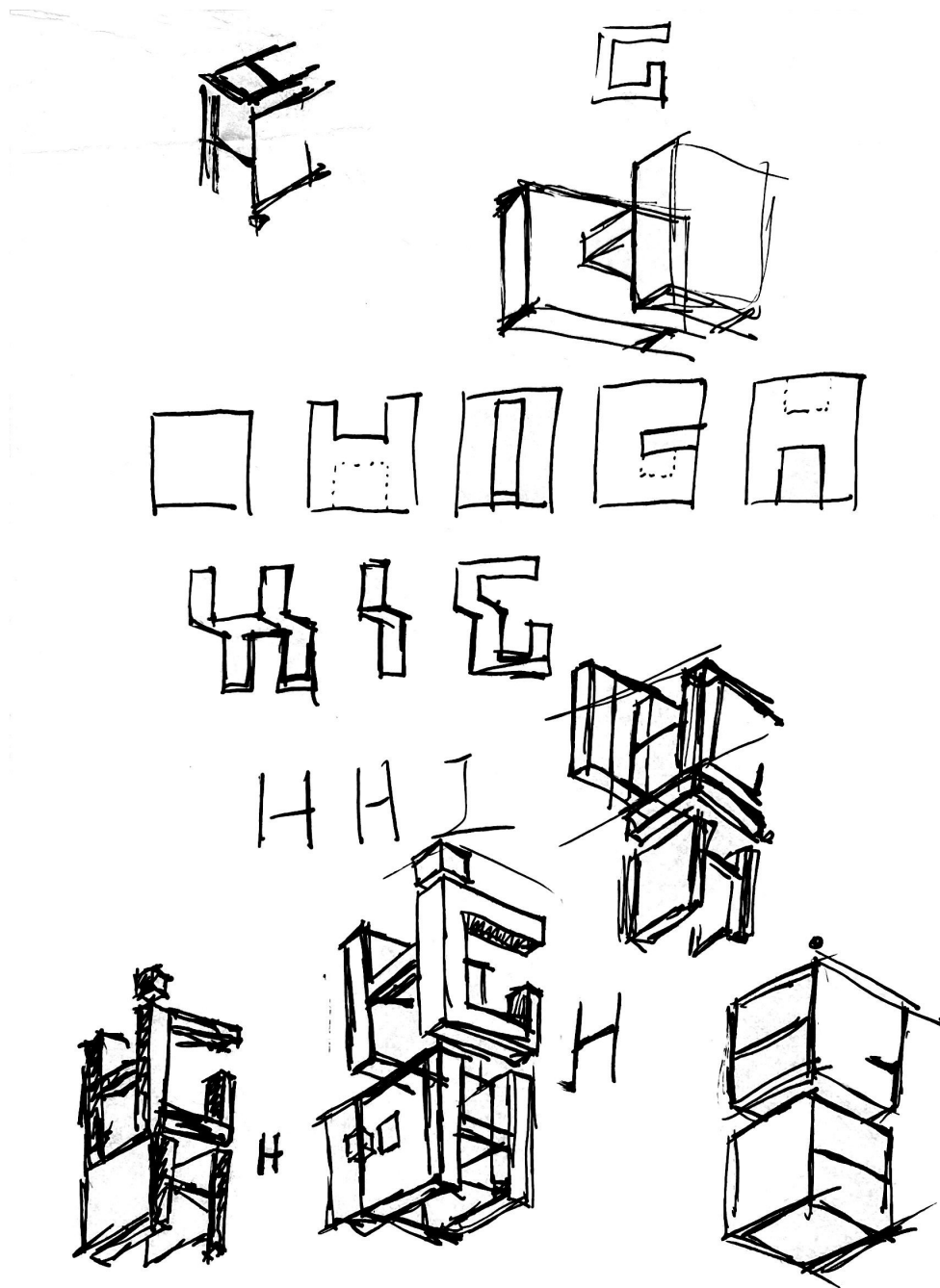
### 03 CREATIONS

#### Sketches



### 03 CREATIONS

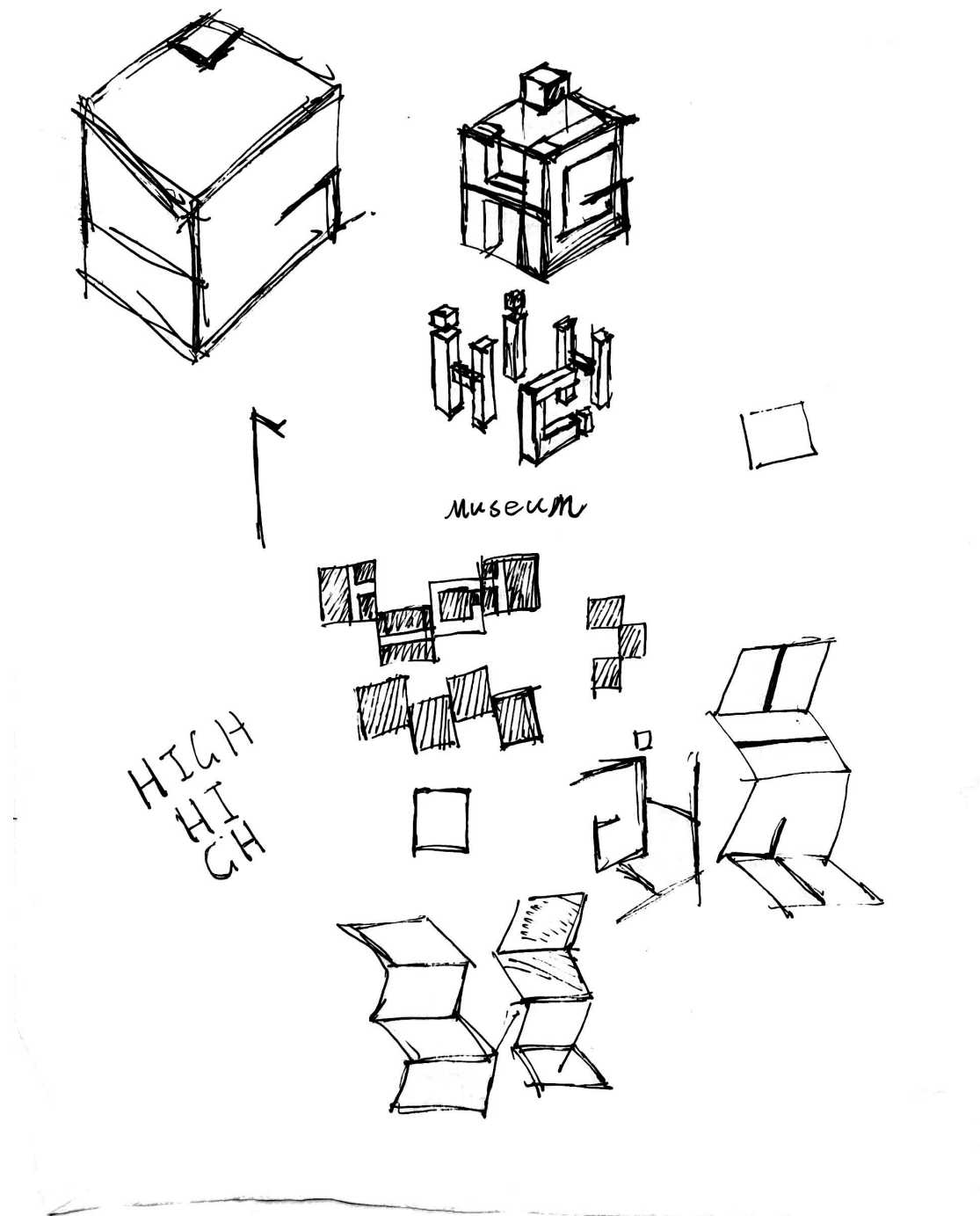
#### Sketches





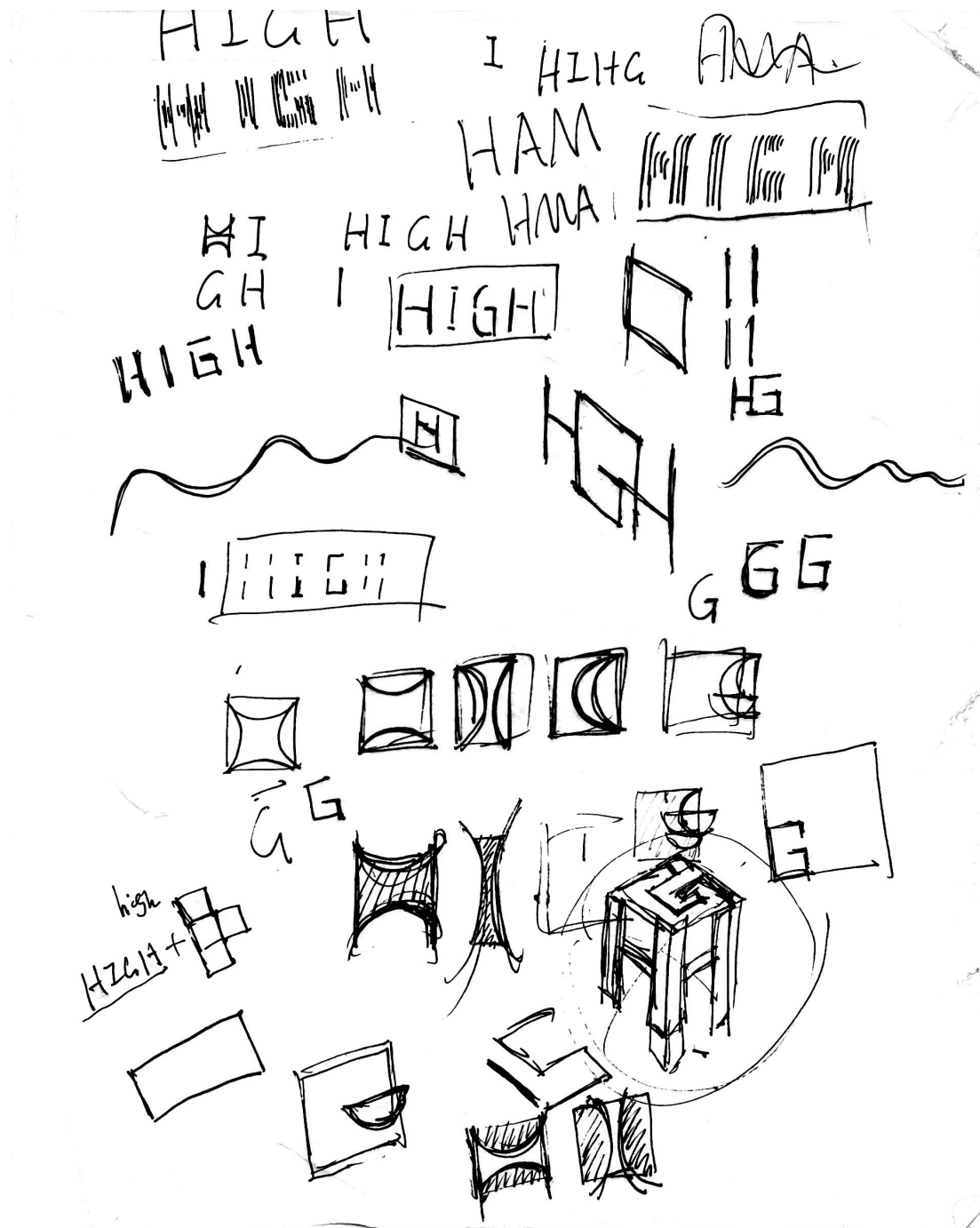
## 03 CREATIONS

### SKetches



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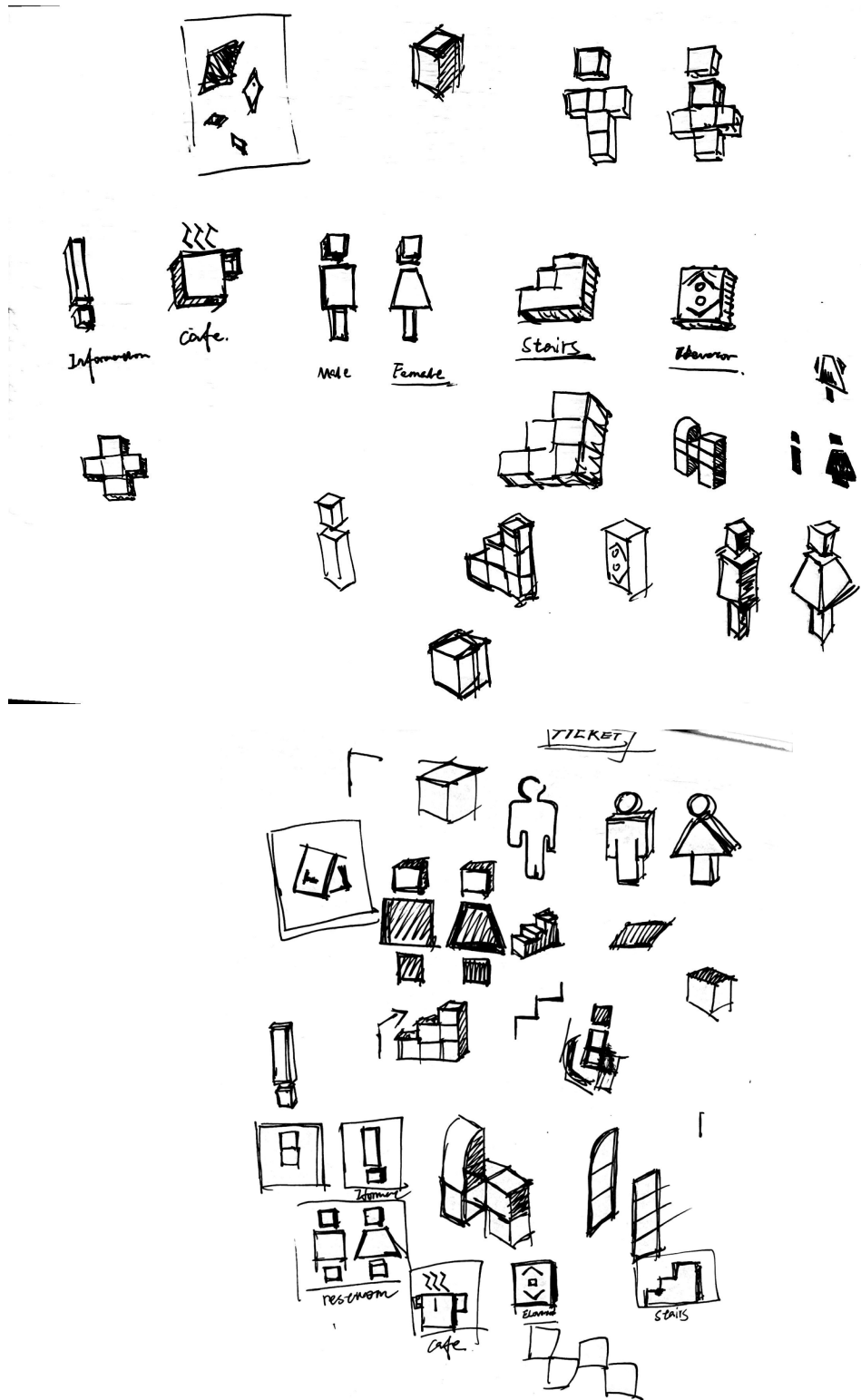
#### Sketches





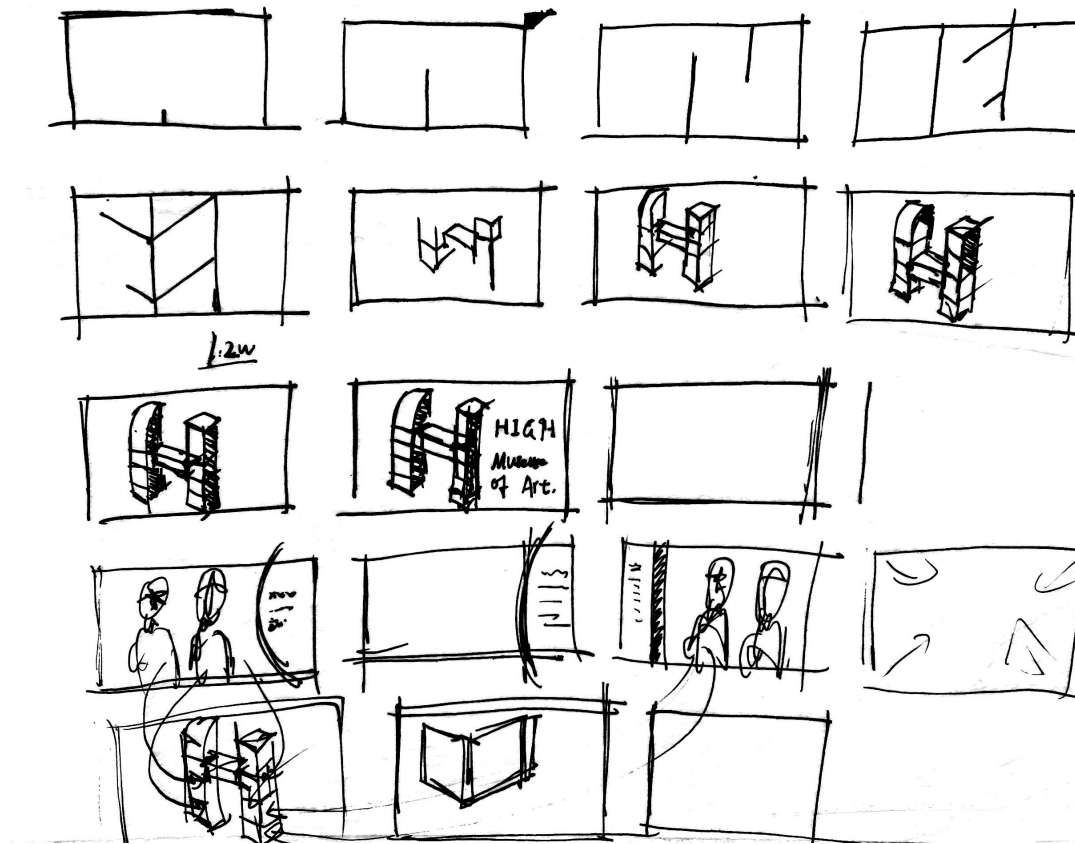
## 03 CREATIONS

### Sketches



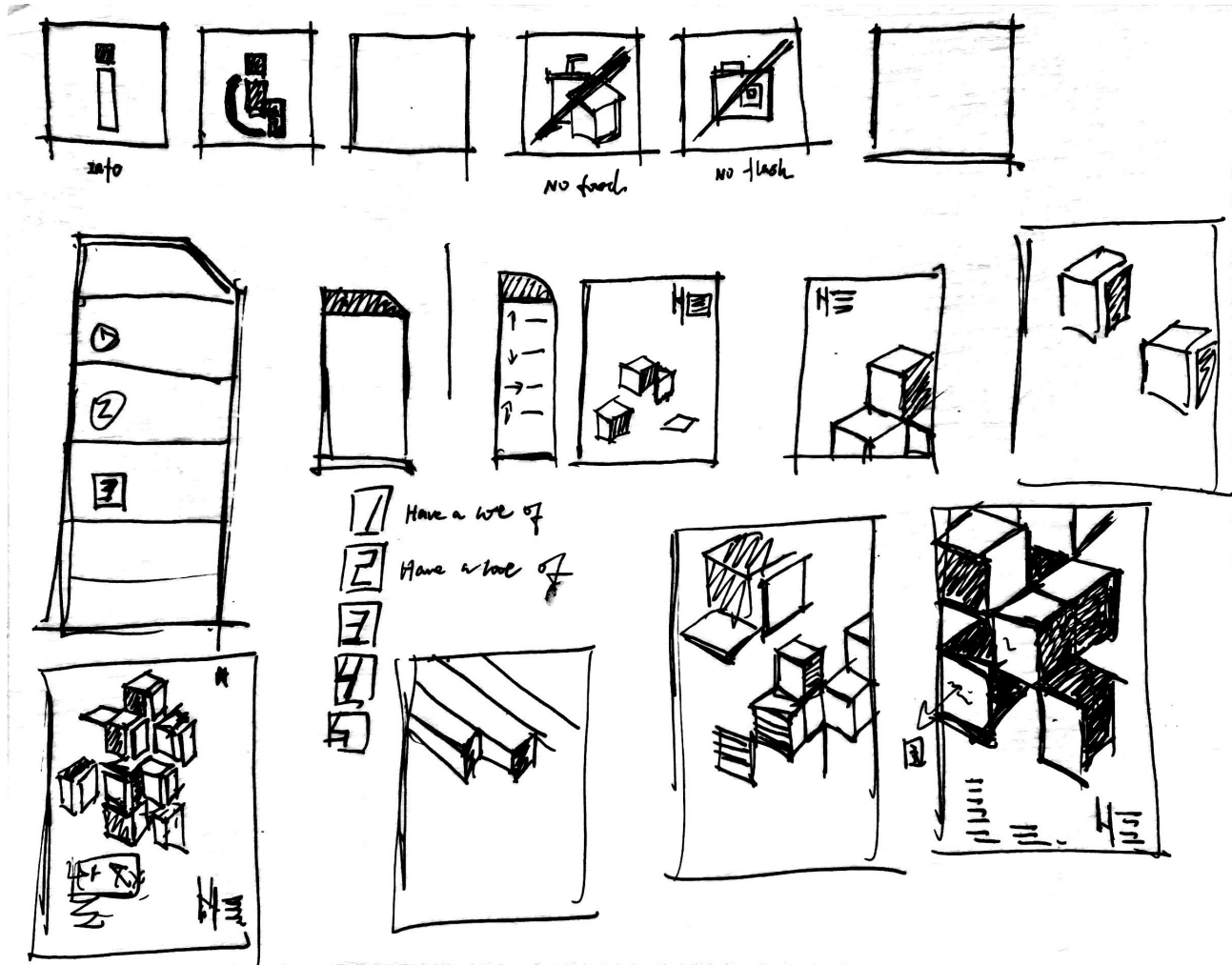
## 03 CREATIONS

### Sketches



## 03 CREATIONS

## SKetches



## 03 CREATIONS

### Note

1. To improve the website design style
2. Add APP
3. To create a 3 d icon

## 03 CREATIONS

Types Study and Color

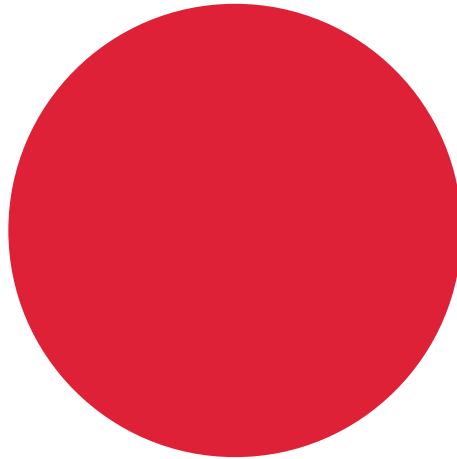
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**ABCDEFGF**  
**abcdefg**

Acumin Variable Concept Medium  
ABCDEFGF  
abcdefg

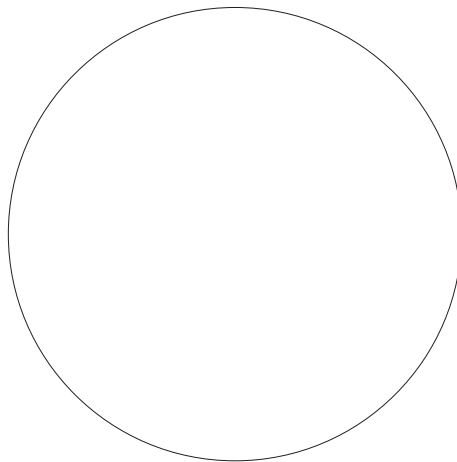
Acumin Variable Concept Regular  
ABCDEFGF  
abcdefg

## 03 CREATIONS

Types Study and Color



**CMYK: 8/99/84/0**  
**PANTONE 185 C**  
**RGB: 234/0/41**



**CMYK: 0/0/0/0**

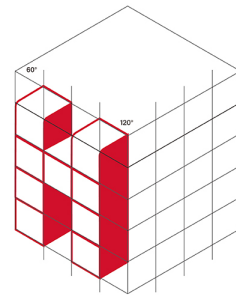
## 04 DESIGN

### Logo Concept

Inspiration



+ H =



Logo  
Evolution



04 DESIGN

Museum Logo – Color B&W



Improved spacing between OF and ART



## 04 DESIGN

### Stationery




04 DESIGN

Stationery

**HIGH MUSEUM OF ART**

1280 Peachtree St NE,  
Atlanta, GA 30309



Jim Gibson  
Chief Executive Officer  
Goodwill Industries International, Inc.  
15810 Indianola Drive  
Rockville, MD 20855



**High Museum of Art**

1280 Peachtree St NE, Atlanta,  
GA 30309

404.733.4575 O  
404.733.4400 F

Matin Emanuel  
Director of Purchasing  
memanual@high.org



**high.org**

05 FINAL DESIGN

Stationery



## 05 FINAL DESIGN

### Shop Bags



## 05 FINAL DESIGN

### Logo Application



## 05 FINAL DESIGN

### Logo Application



## 05 FINAL DESIGN

### Logo Application



## 05 FINAL DESIGN

### Logo Application





## 05 FINAL DESIGN

### Logo Application



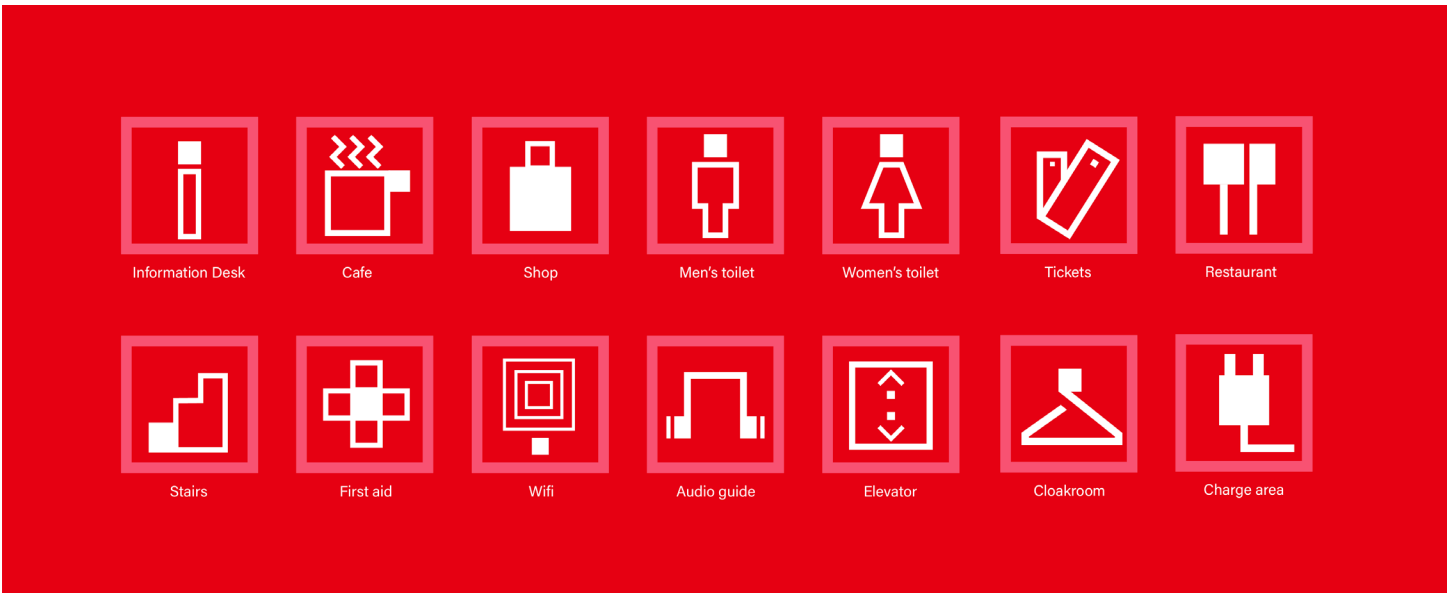
## 05 FINAL DESIGN

### Logo Application



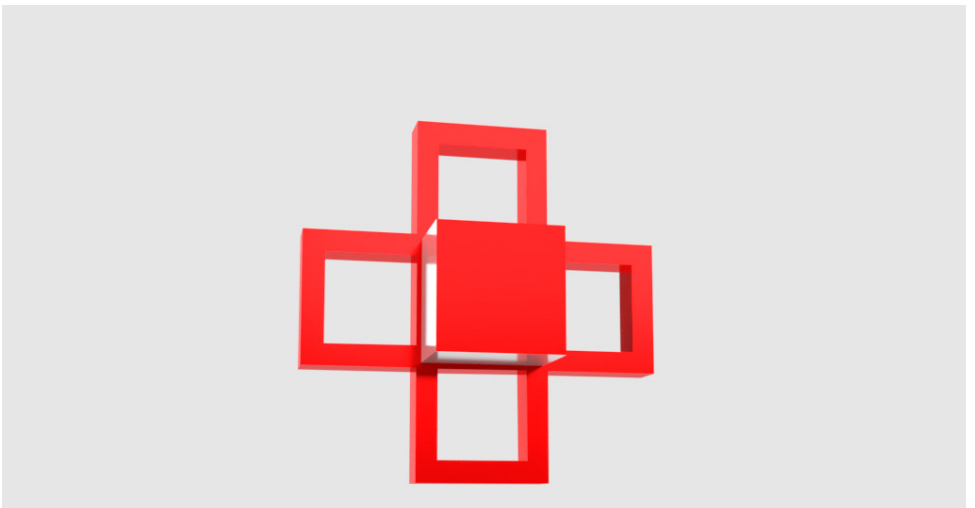
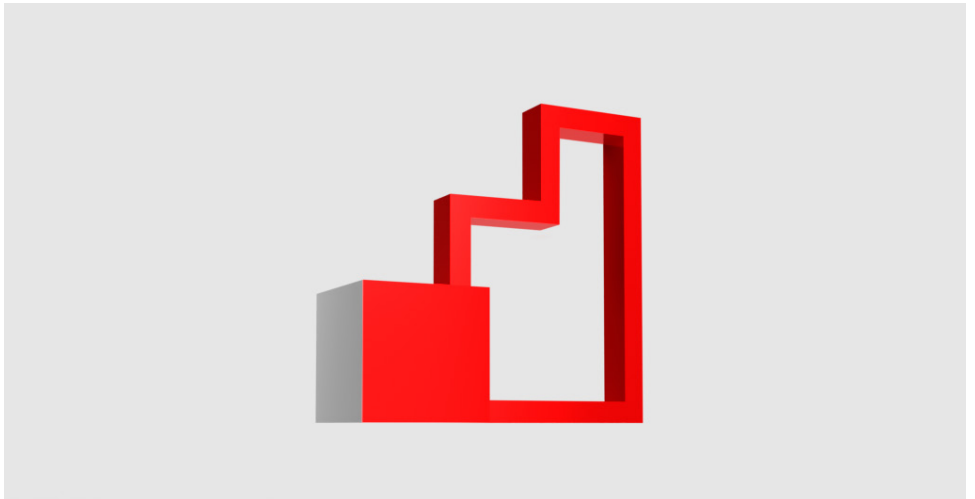
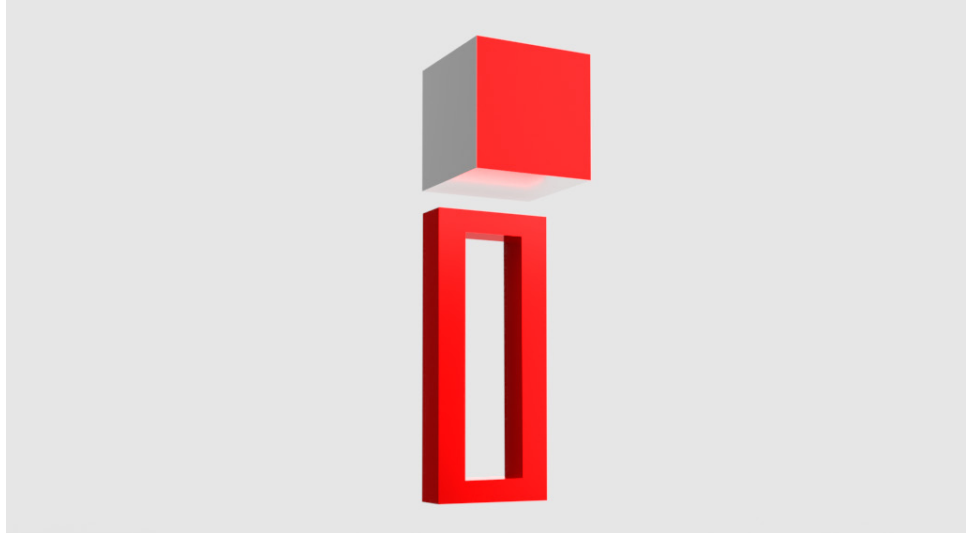
05 FINAL DESIGN

Way Finding – Icon



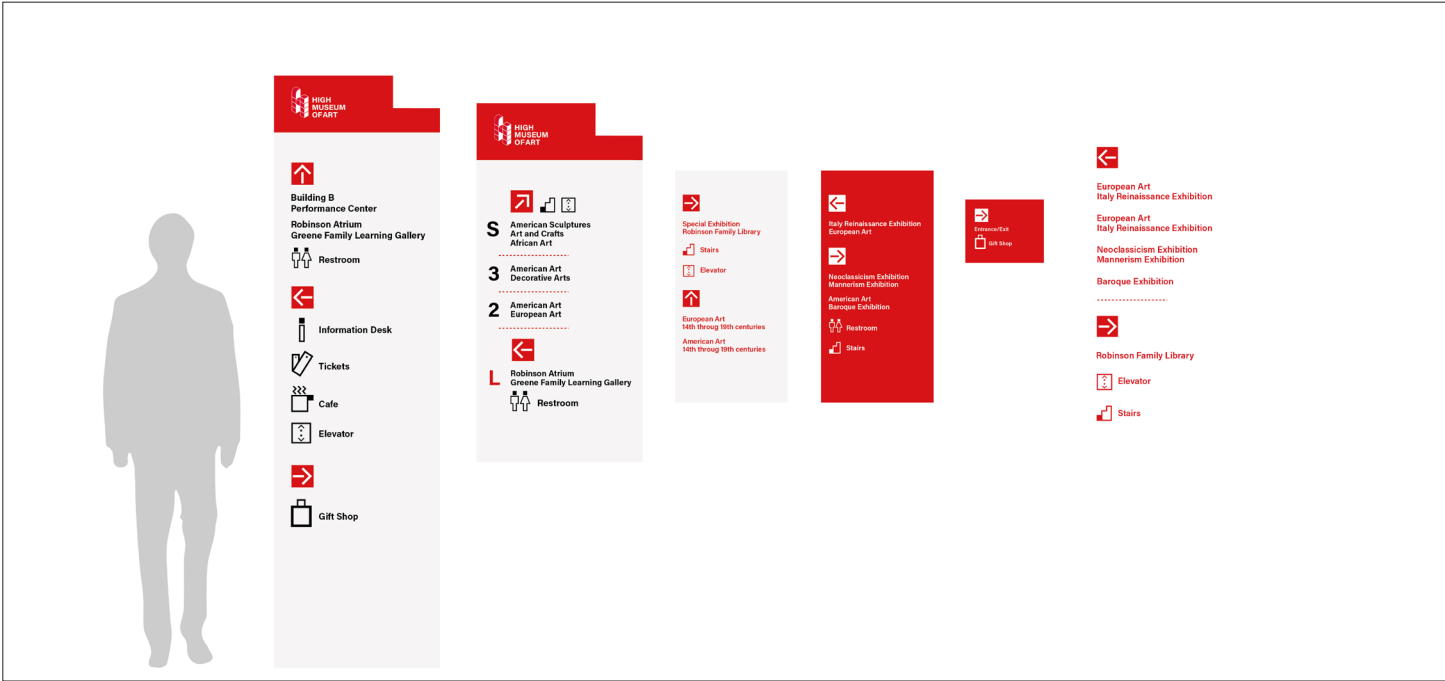
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### Logo Application



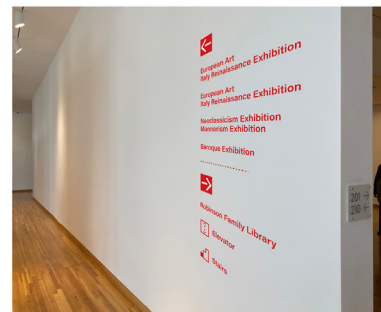
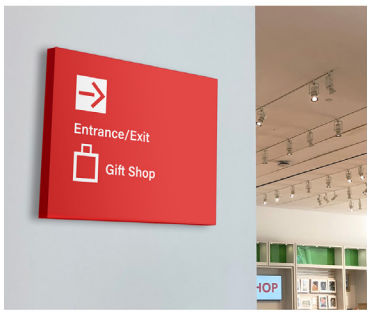
05 FINAL DESIGN

Way Finding – Guide plate



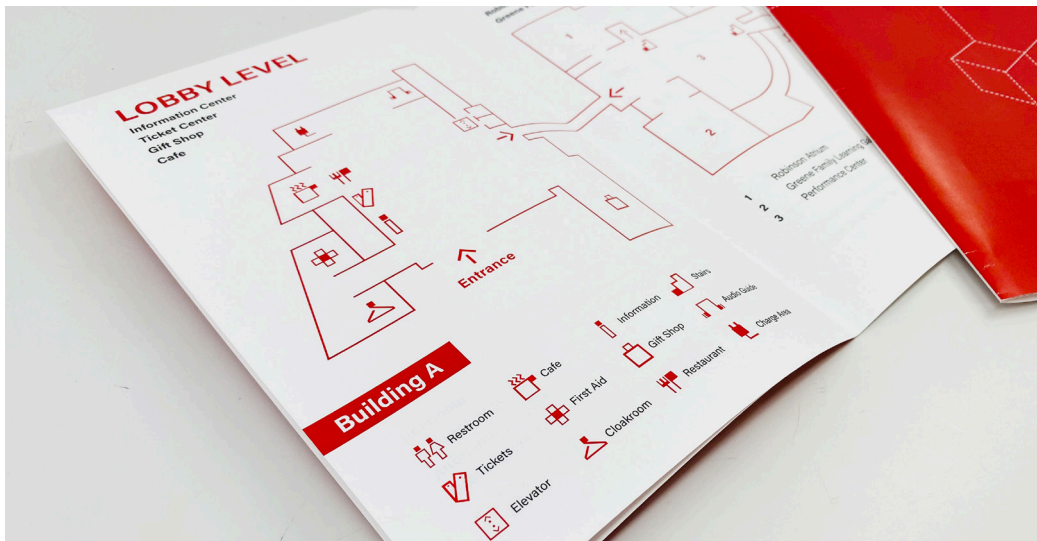
## 05 FINAL DESIGN

### Way Finding – *Guide plate*



## 05 FINAL DESIGN

### Way Finding – Map





## 05 FINAL DESIGN

### Way Finding – Map





## 05 FINAL DESIGN

### Outdoor Sculpture



## 05 FINAL DESIGN

### Poster Design



The auxiliary graphic cube is used as the visual element, and the main items of the exhibition are placed in the cube to express the richness of exhibitions in the museum. A cube represents an exhibition, and the LOGO is composed of several cubes.





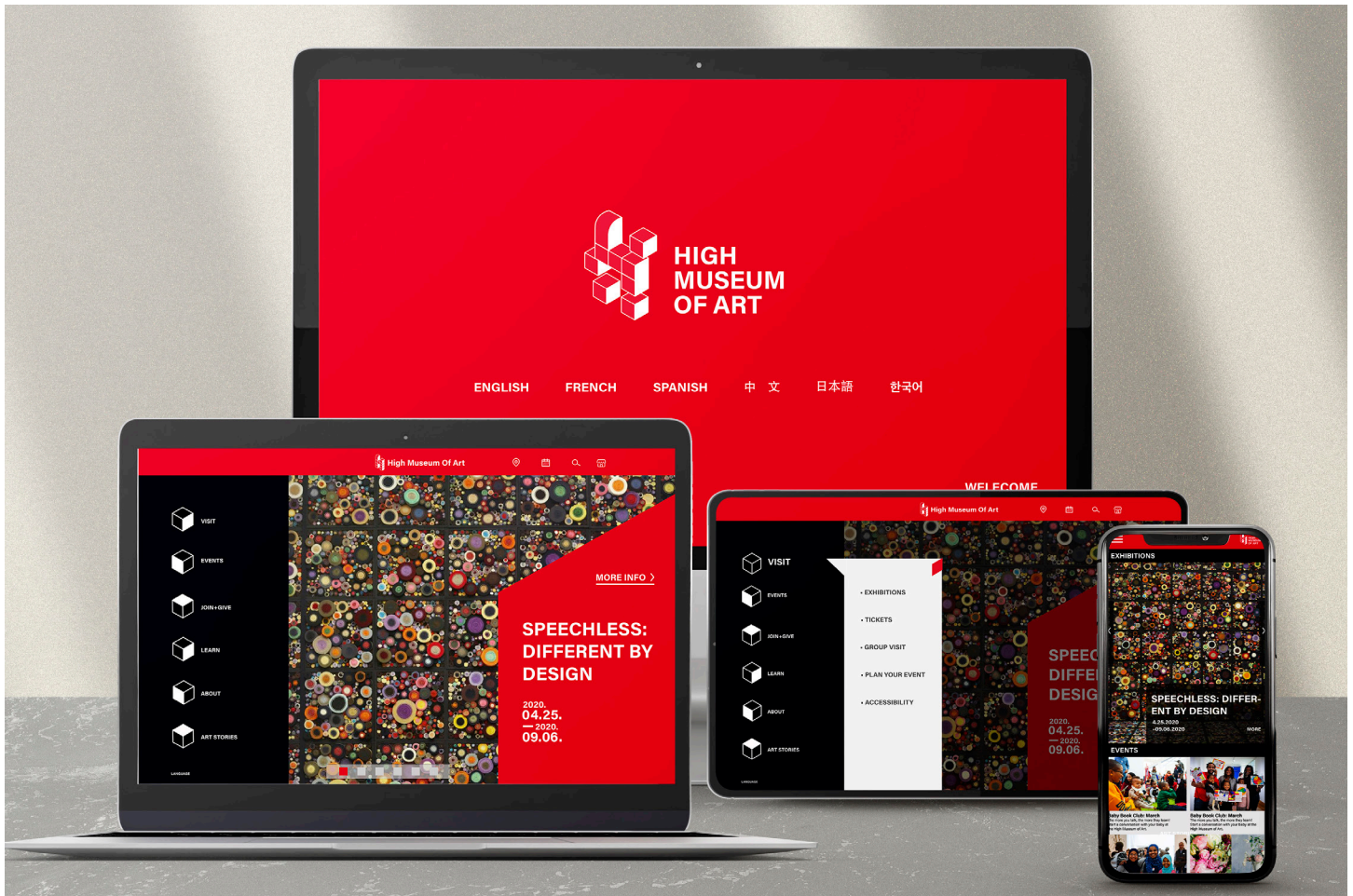
## 05 FINAL DESIGN

### Poster Design



## 05 FINAL DESIGN

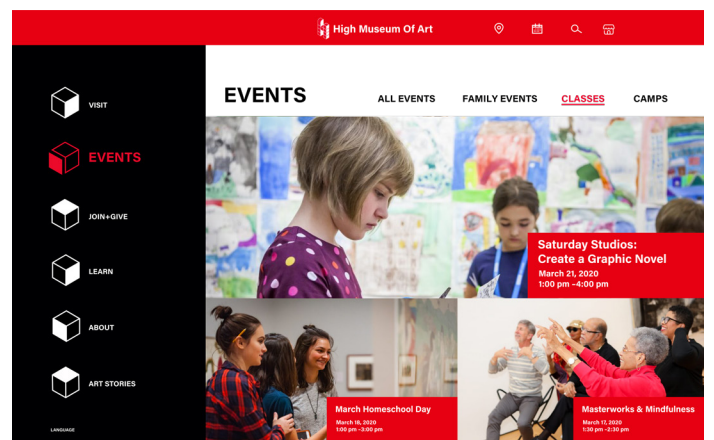
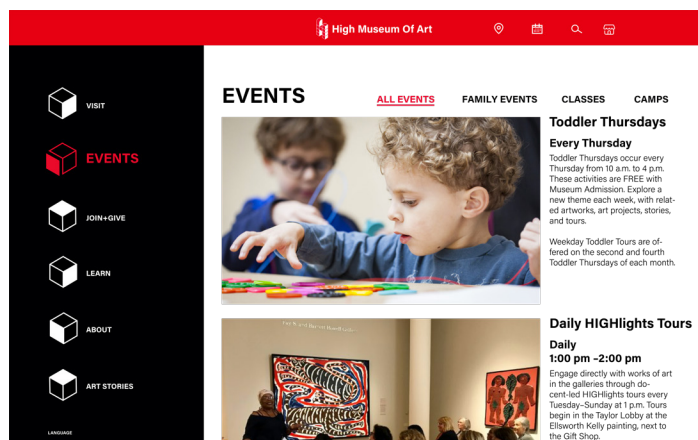
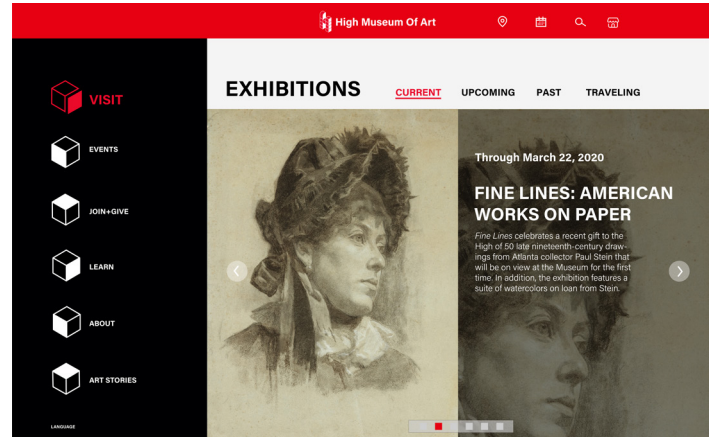
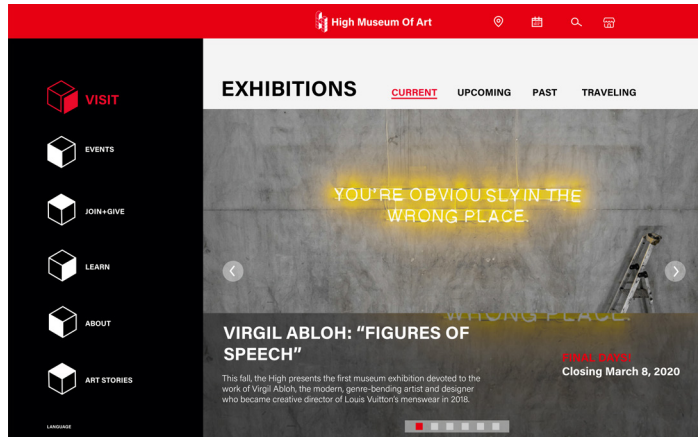
### Web Design





# 05 FINAL DESIGN

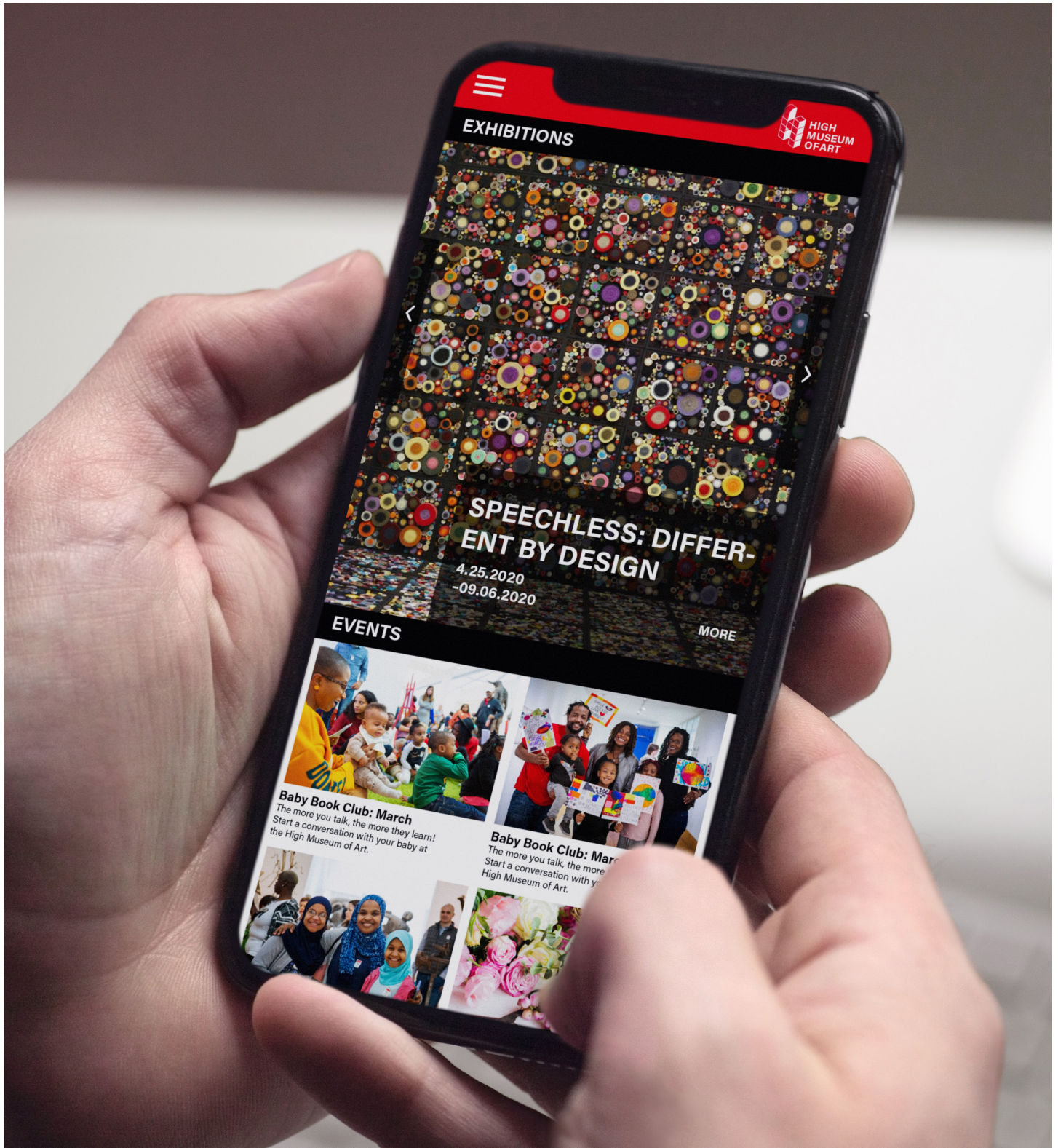
## Web Design





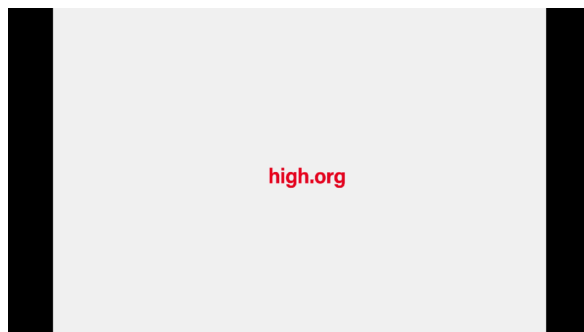
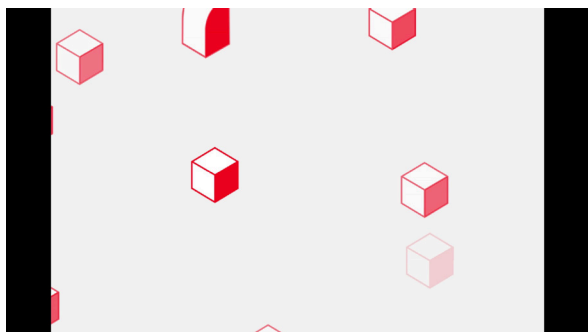
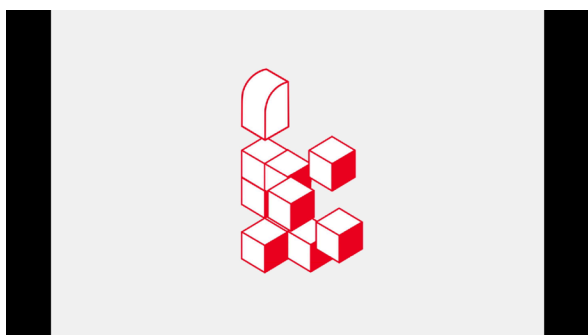
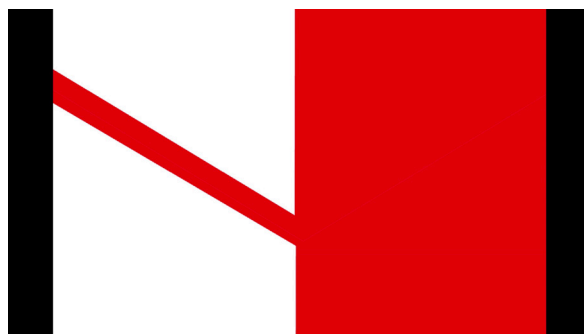
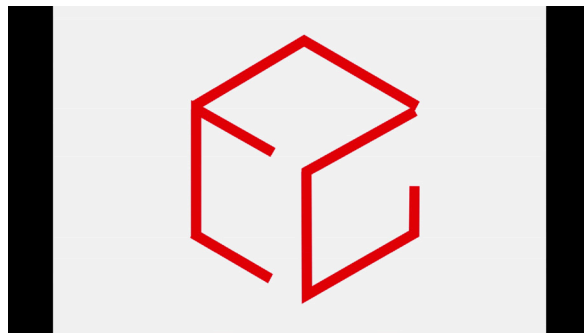
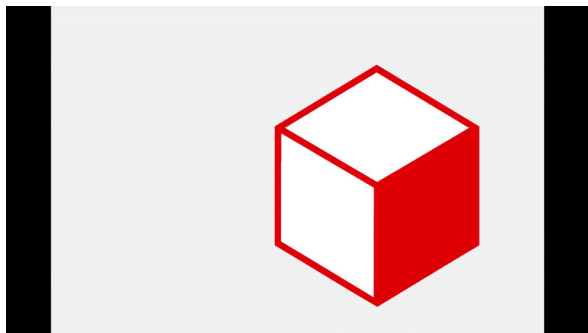
## 05 FINAL DESIGN

### App Design



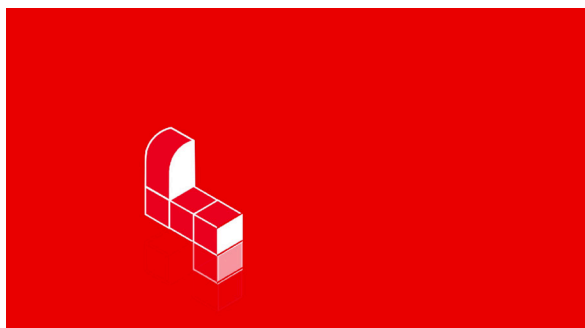
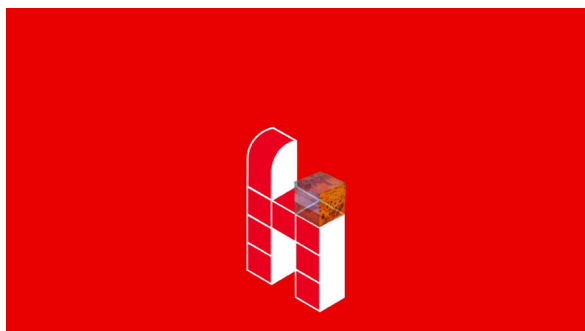
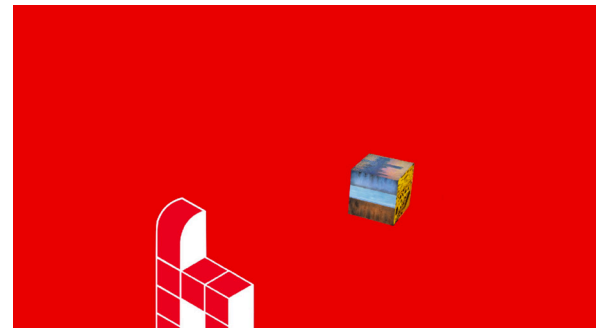
## 05 FINAL DESIGN

### Motion Design



## 05 FINAL DESIGN

### Motion Design





## 06 REFLECTION

This project has been emphasizing the integrity of the design, constantly exploring and thinking about how to publicize the design to the audience through vision, and designing and solving problems one by one through field investigation and analysis. Integrity and unity of design are necessary, and the so-called unity is not simply to put the logo on the object, but to inform the audience of the content of the design by the characteristics of the logo. Through the investigation of the design object, the corresponding media of the design is the most critical.

**End**

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