

CHILDREN'S MUSEUM of indianapolis



PROCESS BOOK

PROJECT BRIEF



Create a flexible brand for the Children's Museum of Indianapolis. Then take the newly established brand and adapt it to various visual applications.

RESEARCH



The Indianapolis Children's Museum was founded in 1925 through the eyes of Mary Stewart Cary. In the 95 years since its founding it has become the **largest children's museum in the world**. Overall the main mission of the museum is "To create extraordinary learning experiences across the arts, sciences and humanities that have the power to transform the lives of children and families." Additionally the museum is guided by four main core values. Those values are **Promoting Family Learning, Providing Value to Our Community, State, Nation and the World, Valuing People, and Pursuing Excellence Always**. There are currently **31 Exhibits and Experiences** at the museum 18 of which are active exhibits in the museum. The museum also have events that occur throughout the year to keep people coming back and has community programs that give back to people directly in their neighborhood.

Current Logo



PERSONAS



ANNA JAMES

AGE: 7 years old

WORK: First Grade Student

FAMILY: Mom, Dad, and Little Brother

LOCATION: Indianapolis, Indiana

BIOGRAPHY

Hi! My name is Anna and I am 7 and a half years old. I just started first grade on the computer, but I am looking forward to getting back in the classroom to make some new friends. I am an amazing big sister to my new baby brother who is almost one year old. I have been great at helping out with him but am getting a little tired of him crying in the middle of the night. I love exploring outside and playing on my play set. I also have gotten new Barbies during quarantine and have had so much fun giving them new outfits!

PERSONALITY



GOALS

- ◆ Make new friends in school
- ◆ Make Arts and Crafts

FRUSTRATIONS

- ◆ Cold Weather
- ◆ Chores
- ◆ Vegetables

BRANDS



PERSONAS



MOLLY JAMES

AGE: 31 years old

WORK: Social Media Marketer

FAMILY: Husband, Two Kids, Brother

LOCATION: Indianapolis, Indiana

BIOGRAPHY

Hi, My name is Molly James and I am a proud mother to Anna and Oliver James and wife to Tyler James. I work as a Social Media Marketer and am currently doing freelance for smaller companies in the Indianapolis area. I love being able to introduce my kids to new experiences and it has been so hard to juggle that and work during quarantine. I think that being in a creative field myself has made me realize how important creativity is within a child's life and their upbringing.

PERSONALITY

Introvert  Extrovert

Sensing  Intuition

Thinking  Feeling

Judging  Perceiving

GOALS

- ◆ Manage my time between work and home life
- ◆ Give my kids a happy and healthy life
- ◆ Get a good nights sleep

FRUSTRATIONS

- ◆ COVID-19
- ◆ Kids making messes
- ◆ Lack of sleep

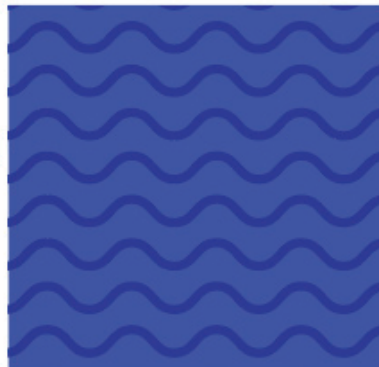
BRANDS



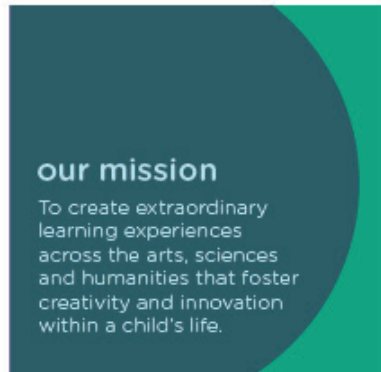
CHARLIE BANANA®



BRAND SQUARES



BRAND SQUARES



BRAND SQUARES



FINAL BRAND SQUARES



SOLIDIFIED BRANDING



CHILDREN'S
MUSEUM
of indianapolis

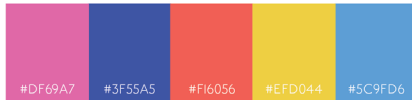


LOGO

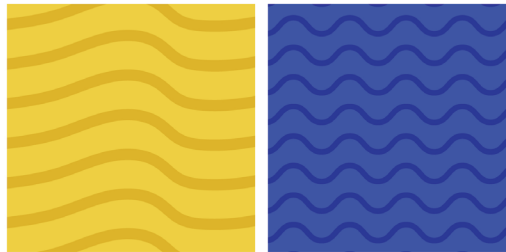
P22 Underground Thin
P22 Underground Light
P22 Underground Book
P22 Underground Medium
P22 Underground DemiBold
P22 Underground Heavy

P22 UNDERGROUND THIN
P22 UNDERGROUND LIGHT
P22 UNDERGROUND BOOK
P22 UNDERGROUND MEDIUM
P22 UNDERGROUND DEMIBOLD
P22 UNDERGROUND HEAVY

TYPEFACE



COLOR PALETTE



PATTERNS



GRAPHIC STYLES



PHOTOGRAPHY

FLEXIBLE BRANDING



CHILDREN'S
MUSEUM
of indianapolis

This line is flexible
and can change
based on different
events or ads

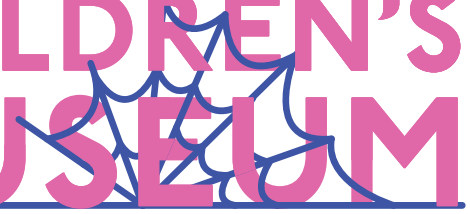


Christmas
Eve at the
Museum

CHILDREN'S
MUSEUM
of indianapolis



CHILDREN'S
MUSEUM
of indianapolis



Halloween at
the museum

FLEXIBLE BRANDING



Dinosphere
Exhibit



Dora and Diego -
Let's Explore Exhibit



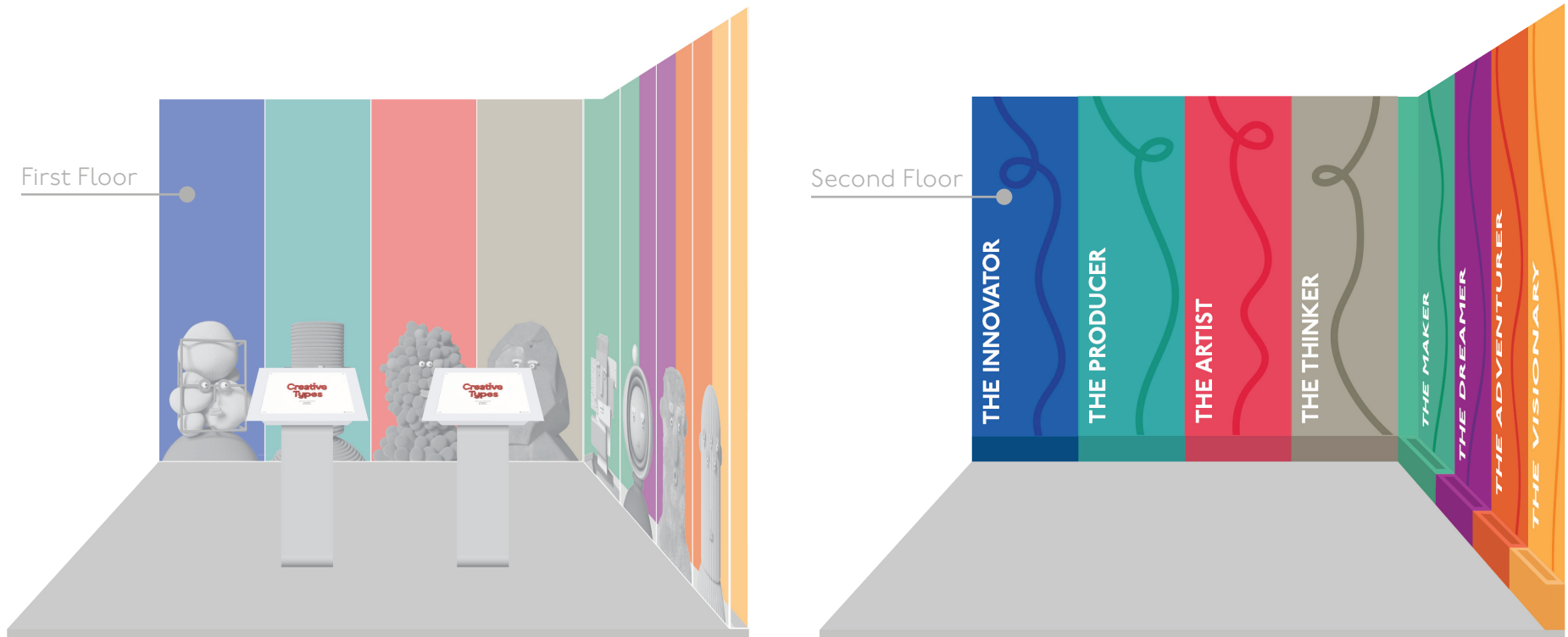
DC Super Heroes
Exhibit



Take Me There -
Greece Exhibit



VISUAL APPLICATIONS



NEW EXHIBIT:

As the largest children's museum in the world, CMI is always bringing in new and exciting exhibits. This particular exhibit is in conjunction with Adobe and is centered around bringing more creativity and innovation into children's lives. The exhibit is based around Adobe's Creative Types quiz which children can take on the main level. From there they will receive their specific pamphlet, pull out the designated page, head upstairs, and drop it in the coordinated box. This exhibit is a great example of how the new branding is buildable because it is obviously branded towards CMI, but Adobe was able to incorporate their colors and characters.

VISUAL APPLICATIONS

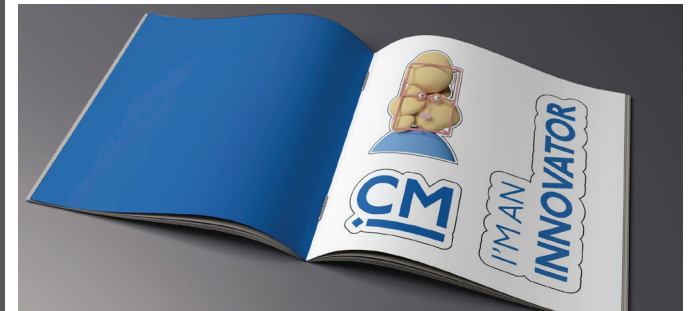


EXHIBIT PAMPHLETS:

These are the pamphlets that go along with the new exhibit. Each Creative type has its own pamphlet which gives kids a brief description of the type, stickers they can keep, and a coloring page. The coloring page is meant to be torn out and drawn on in the museum and then placed in the designated box on the second floor of the exhibit.

VISUAL APPLICATIONS



PRINTED BANNERS:

Here are three brand specific banners. They will be used to advertise the new rebrand at the museum. The larger banner showcases the brand's main logo and graphic styles while the smaller banners show the patterns and simplified logo.

VISUAL APPLICATIONS



SKYWALK BANNER:

The skywalk banner is designed to advertise the new exhibit. It highlights that the museum is working Adobe to bring this exhibit to life and also shows kids and parents a glimpse at the characters they will see inside!

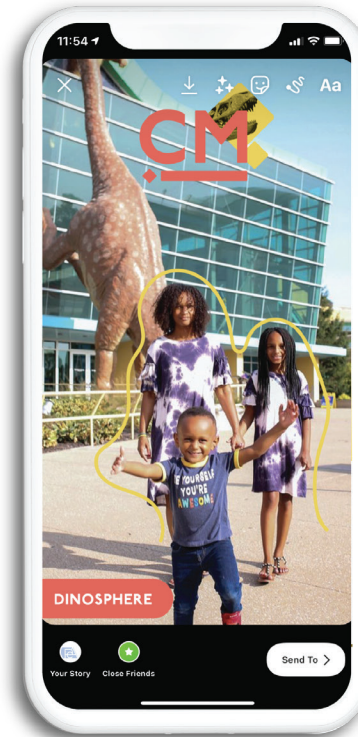
VISUAL APPLICATIONS



GIFT BAGS:

These are three different sizes of gift bags that will be handed out at the museum gift shop with every purchase. It proudly shows the new brand and includes the photography treatment, patterns, and new logo.

VISUAL APPLICATIONS



INSTAGRAM FILTERS:

The final visual application are these social media filters. These filters will be geotagged by exhibit so each exhibit have its own filter. Then parents can take pictures of their kids, and the exhibit name, simplified logo, and a doodle outline will be placed over top the image.

BRAND GUIDELINES



BRANDED ELEMENTS | FLEXIBLE SIMPLIFIED MONOGRAM

BRANDED ELEMENTS | COLOR PALETTE



ABOUT:

The main use of the exhibits within the each logo to becom

ABOUT:

There are five colors that are used for the rebrand. The base of this color scheme was built out of the primary colors (blue, yellow and red) to symbolize children and playfulness. There is also another shade of blue and pink to boost creativity. The addition of the overlapping color effect is in reference to the glass in the famed Chimuly glass sculpture.

RESTRICTIONS:

- DO only overlap the same colors with the multiply effect
- DO use any or multiple of the solid colors together
- DO feel free to merge other brand guidelines with another brand's colors for specific exhibits or events
- DON'T tint or shade the colors

BRANDED ELEMENTS | TYPOGRAPHY

P22 UNDERGROUND THIN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

P22 UNDERGROUND LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

P22 UNDERGROUND BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

P22 UNDERGROUND MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

P22 UNDERGROUND DEMIBOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

P22 UNDERGROUND HEAVY

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

ABOUT:

P22 Underground is the chosen typeface for the Indianapolis Children's Museum. This typeface has 6 different weights as well to add variety. This typeface was chosen because of the angled corners of the letters which are reminiscent of children building blocks. Additionally, the dot on the I is the diamond shape that is carried throughout other aspects of the museum's branding.

RESTRICTIONS:

- DO utilize thin, light, and book for body copy
- DO use medium, demibold, and heavy for titles
- DO use all caps for titles
- DON'T stretch or distort any type

FULL BRAND GUIDE HERE

FINAL THOUGHTS



I grew up going to the Indianapolis Children's Museum, so it was very rewarding to be able to research it more fully. I also have never designed for a younger demographic before, so it was very fun to come up with a brand that was more playful and child-like. Additionally, flexible branding was perfect for CMI because of how large the museum is. In fact, this is the largest children's museum in the world. So since it is an ever growing brand, the brand has to be able to adapt as well. I loved how this project turned out and would love to continue to work with flexible brand systems in the future.

