

BEST BRANDING CAMPAIGN

PHILADELPHIA MUSEUM OF ART

- USA

BRIEF:

Pentagram designed a bold new identity for the Philadelphia Museum of Art that puts “art” front and center. Iconic and expressive, the logo customizes the letter “A” in the word “art” to highlight the breadth of the Museum’s remarkable collection. The identity launched with the unveiling of plans for a major renewal and expansion of the Museum by the celebrated architect Frank Gehry.

STRATEGY:

To create a new identity system that highlights the depth of the collection and «brings the art to the people and the people to the art», the museum’s identity needed refreshing. The museum aimed at developing a new brand in conjunction with Frank Gehry’s «Master Plan» to renovate the main building and «make a classic modern». The identity needed to be clear, consistent and put the art front and center. It also needed to position the museum as the cultural heart of a great city and ideally provide a platform to dialogue with new audiences.

CHALLENGES:

Convincing the employees at the institution that rebranding and brand in general is a valuable and necessary tool for a modern museum.

TOOLS

Periodic presentations by Pentagram about the logic and reasoning behind the new identity system. This allowed the museum’s «Quaker Culture» (everyone should have an opportunity to express how they feel about a project) to be embraced and act as the engine for change.

OUTCOME:

The new brand has reinvigorated the campus and is now visible all over the city of Philadelphia inviting locals to connect with the museum in new ways.

Philadelphia
Museum of
Art

