

MUSEUM

RE-BRANDING

ASIAN

ART MUSEUM

PROJECT ONE **MUSEUM** **IDENTITY**

This section documents the development of the museum's core visual identity. It includes concepts , typography exploration, and logo iterations. You'll see how the brand balances modern design principles with the richness of Asian cultural heritage, culminating in a versatile and iconic visual system.

LOGO IDEAS & VARIATIONS



FINAL LOGO & SIGNAGE

ASIAN 
ART MUSEUM

ASIAN 
ART MUSEUM



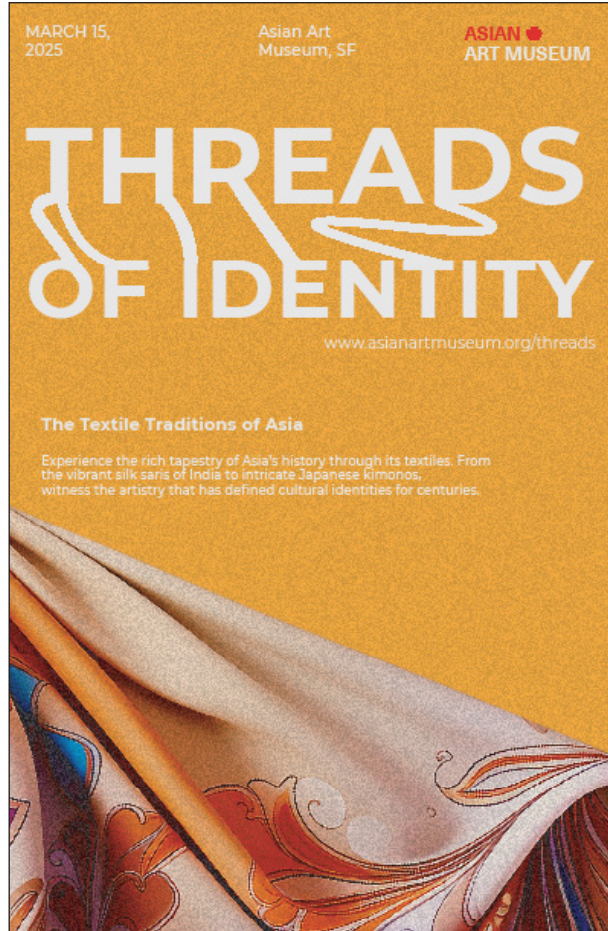
PROJECT TWO

MUSEUM

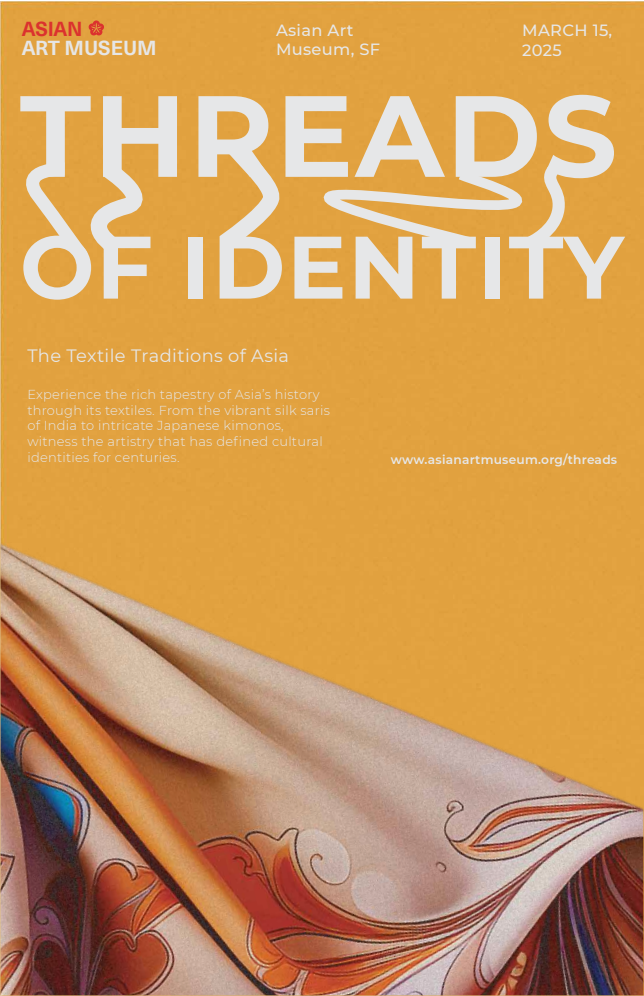
POSTERS

This chapter showcases the creative process behind the promotional materials. From initial concepts to final compositions, it highlights the poster designs that translate the museum's brand into compelling visuals, combining bold design, curated art pieces, and meaningful messaging to resonate with diverse audiences.

POSTER VARIATIONS



FINAL POSTER DESIGN



PROJECT THREE **MUSEUM** **WEBSITE**

Explore the design and development of the museum's online presence. This section covers user experience mapping, wireframes, design mockups, and integration of visual identity into digital platforms. It illustrates the journey of creating a website that is both aesthetically engaging and functionally intuitive.

WEBSITE DESIGN

ASIAN ART MUSEUM



OPENING SEPT 27

HALLYU!

THE KOREAN WAVE

DISCOVER WHY THE WORLD CAN'T GET ENOUGH K-POP, KOREAN DRAMAS, AND KIMBAP.

TICKETS ON SALE NOW

Tickets

Reserve now





EVENTS







EXHIBITIONS



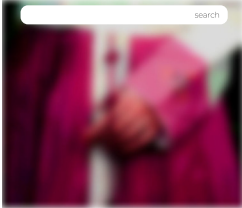




The Asian Art Museum in San Francisco showcases 6,000 years of Asian culture through over 18,000 artifacts, blending ancient traditions with contemporary art to inspire and educate.

ASIAN ART MUSEUM

search



HALLYU!

THE KOREAN WAVE

DISCOVER WHY THE WORLD CAN'T GET ENOUGH K-POP, KOREAN DRAMAS, AND KIMBAP.

TICKETS ON SALE NOW

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Reserve now





ASIAN ART MUSEUM



Discover Inner Peace:
A Journey Through Buddhist
Art and Mindfulness

Join us for a transformative experience exploring the timeless wisdom of Buddhism. Dive into serene artworks, enlightening talks, and mindfulness practices that inspire balance and harmony in modern life. Whether you're seeking spiritual insight or a moment of calm, this event welcomes all.

Tickets

Reserve now











ASIAN ART MUSEUM

Depart - Return dates

Aug 17 – Aug 23



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August 2023

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WEBSITE DESIGN

