




Museum *Of* Dyslexia

Brand Identity



Museum Name, Museum Concept And Target Audience Descriptions

Museum Of Dyslexia

Core Museum Concept

this project is to offer a perspective from someone who has dyslexia. As dyslexic individuals, They cannot relate to the experience of those who are considered "*normal*." Society and the educational system have made us acutely aware of our differences. However, the stigma associated with dyslexia has decreased over time, and special education has greatly improved.

This identity will use the myths and stigma surrounding dyslexia to create a unique identity for the project. The term "Blindness" was initially used to describe dyslexia, which is a derivative of the Greek words "*dys*" (meaning difficult) and "*lexis*" (meaning words or language). I want this brand to embrace the negative connotations and push them back out to the "*average person*".

Target Audience

Dyslexic individuals, parents, students, public, teachers

Audience Description

This content is intended for individuals who want to *improve* their understanding of dyslexia, regardless of their current level of knowledge. The focus of this content is on education since dyslexia is often associated with learning.

Naming Candidates

Museum of Dyslexic blindness.

Museum of societys blindness.

Museum of Reading blindness.

Museum of .gnorw is siht

Museum of Dyslexic Truth

MORD (Museum of Reading blindness.)

DROM (Museum of Reading blindness backwards.)

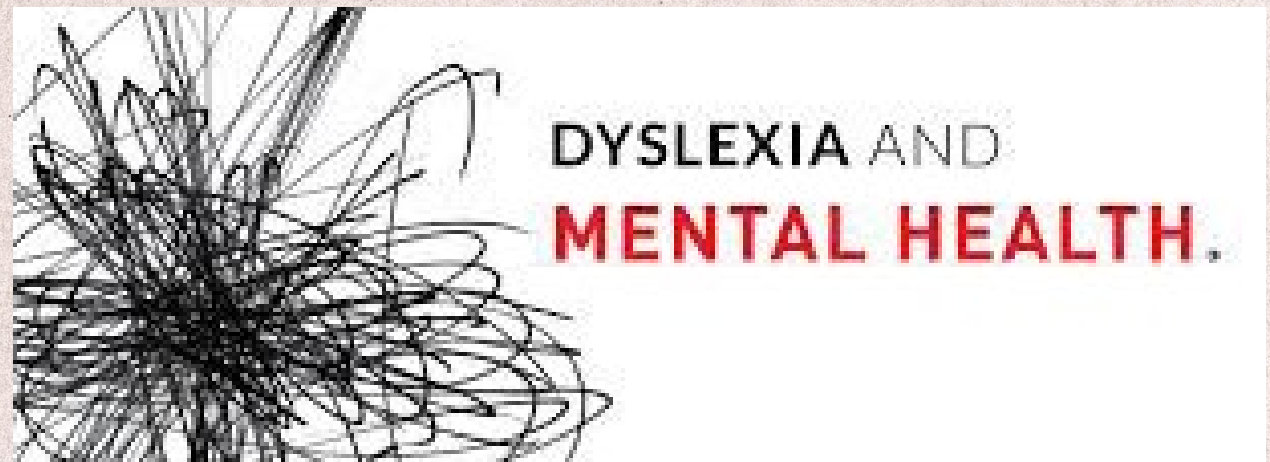
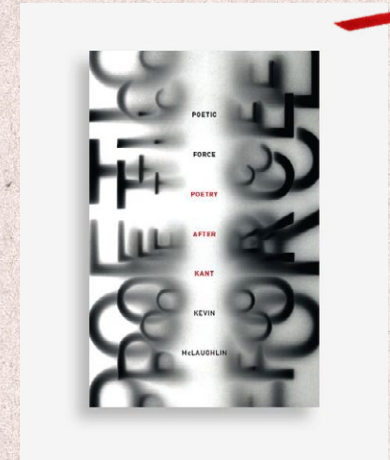
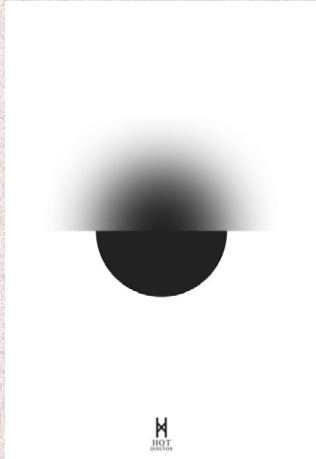
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MODT (Museum of Dyslexic Truth)

MoDyslexic Blindness.

MODB (Museum of Dyslexic blindness.)

Case Study, Research Of Existing Identity



Museum Logo Design Sketches

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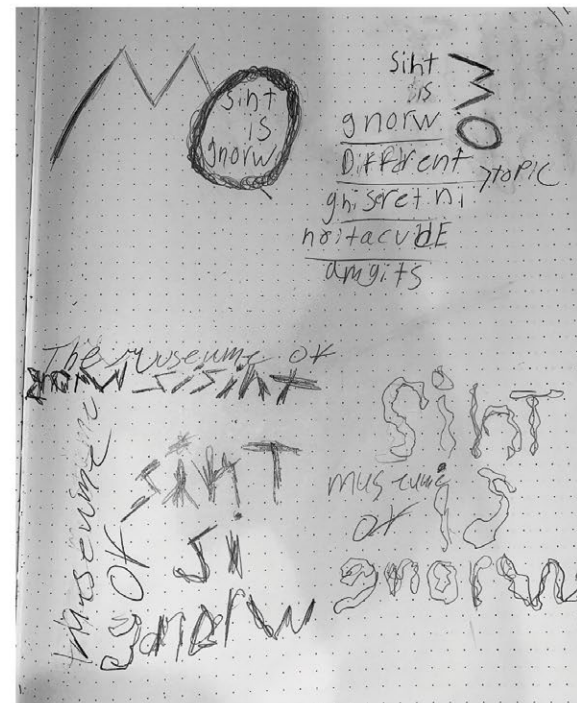
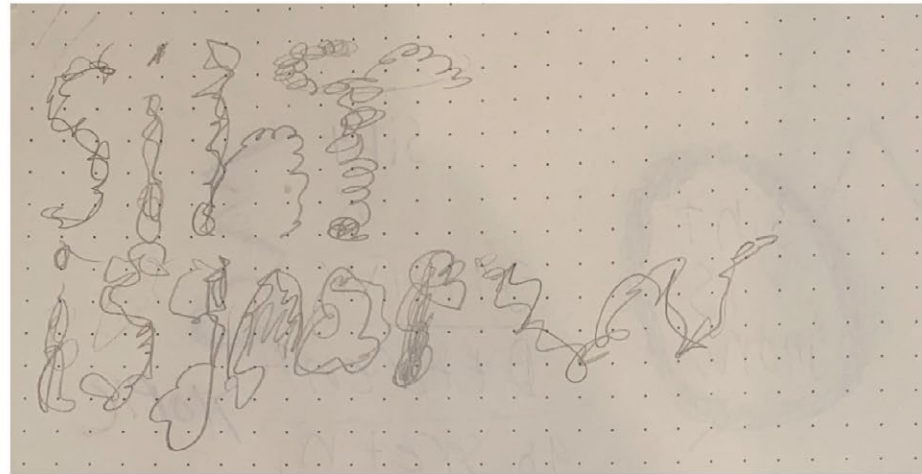
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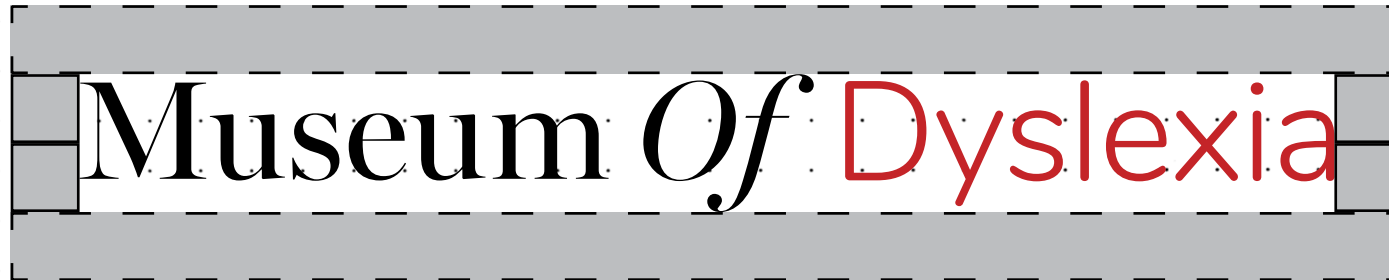
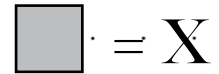



Final Selected Logo Design

Museum *Of* Dyslexia

Design Systems

Clear Space, Color, Typography

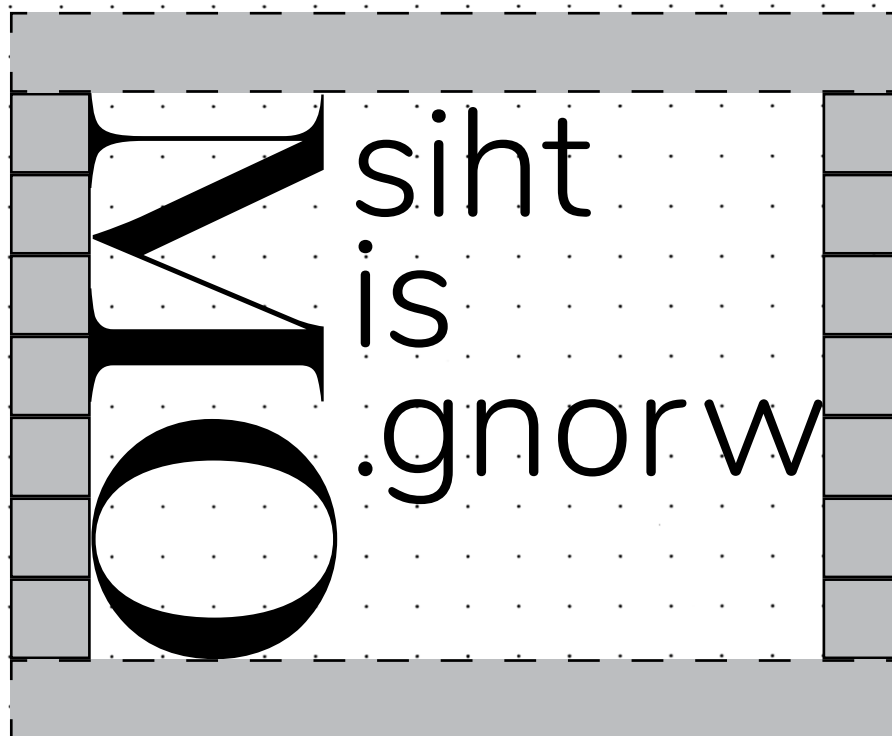


 Clear space is defined By the square. Which is marked as X This is also applied to the height of the top and bottom. Of the clear space This is the measurement for all of primary and secondary logos

□ = X

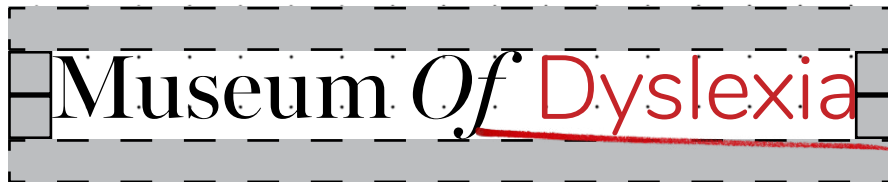


■ = X



No

Yes



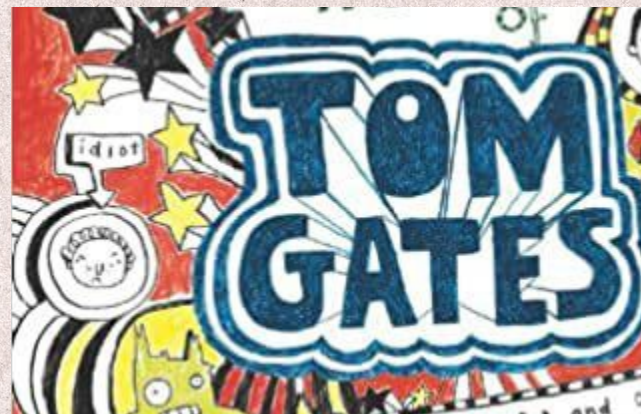
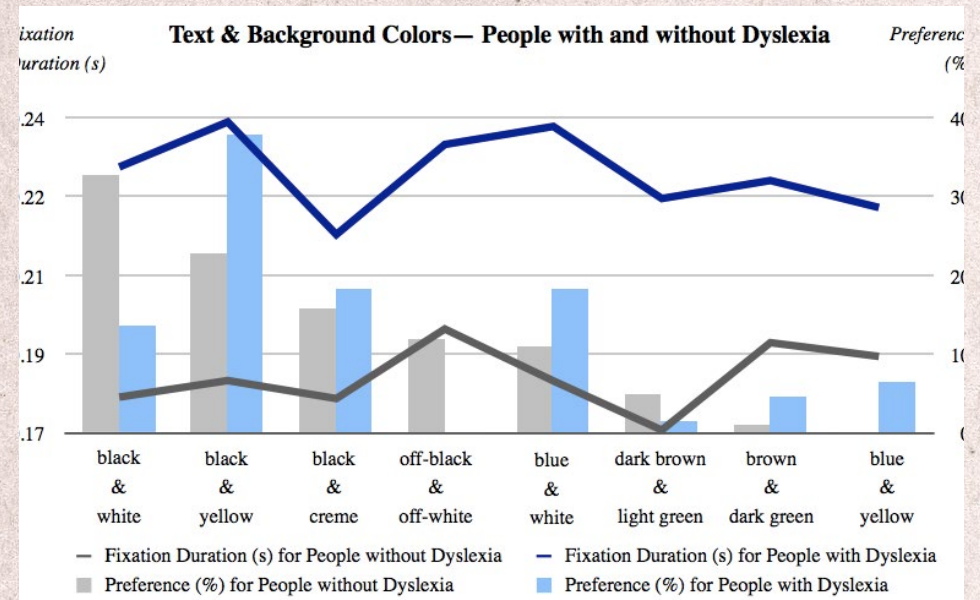
Museum Of Dyslexia




The clear space is defined where it sits on the page. If anything is approaching on it, and it looks appealing, and the size is correct and easy to read, Once you remove the clear space apply any. Marking as you would like. This follows the guide.

Color Research

Text and background color	Color difference Brightness	
black (000000) & white (FFFFFF)	765	255
black (000000) & yellow (FFFF00)	510	226
black (000000) & creme (FAFAC8)	700	244
off-black (0A0A0A) & off-white (FFFE5)	735	245
blue (00007D) & white (FFFFFF)>	640	241
dark brown (1E1E00) & light green (B9B900)>	310	137
brown (282800) & dark green (A0A000)>	240	107
blue (00007D) & yellow (FFFF00)	635	212



 This research is heavily focused. On the signs of reading and. Color that's easier to be read and generally via by everyone to help. To help dyslexics.

Palette Swatch Primary



#08080c

RGB

8,8,12

CMYK

75, 69,65,85



#faf8f0

RGB

250,248,240

CMYK

1,1,5,0



#bc2426

RGB

188,36,38

CMYK

18,99,99,8

Palette Swatch Secondary



#08080c

RGB

8,8,12

CMYK

75,69,65,85



#ffcf20

RGB

255,207,32

CMYK

1,17,95,0



#0081a7

RGB

0,129,167

CMYK

85,38,22,1

Typography: Primary

Title

Miller Banner

Heading

Balto - Book

Body Regular

Nunito - Light

Typography: Secondary

OpenDyslexic3

Bodoni URW

Exhibition Poster

0 M 20/200

5 U S 20/100

1 E U M 20/70

1 O f D Y 20/50

2 S L E X I 20/40

0 A W O R D B 20/30

2 L I N D N E S 20/25

3 S T H E H I S T 20/20

@ O R Y A N D R E 20/15

12 S E A R C H ? ? 20/13

PM B L I N D N E S S 20/10

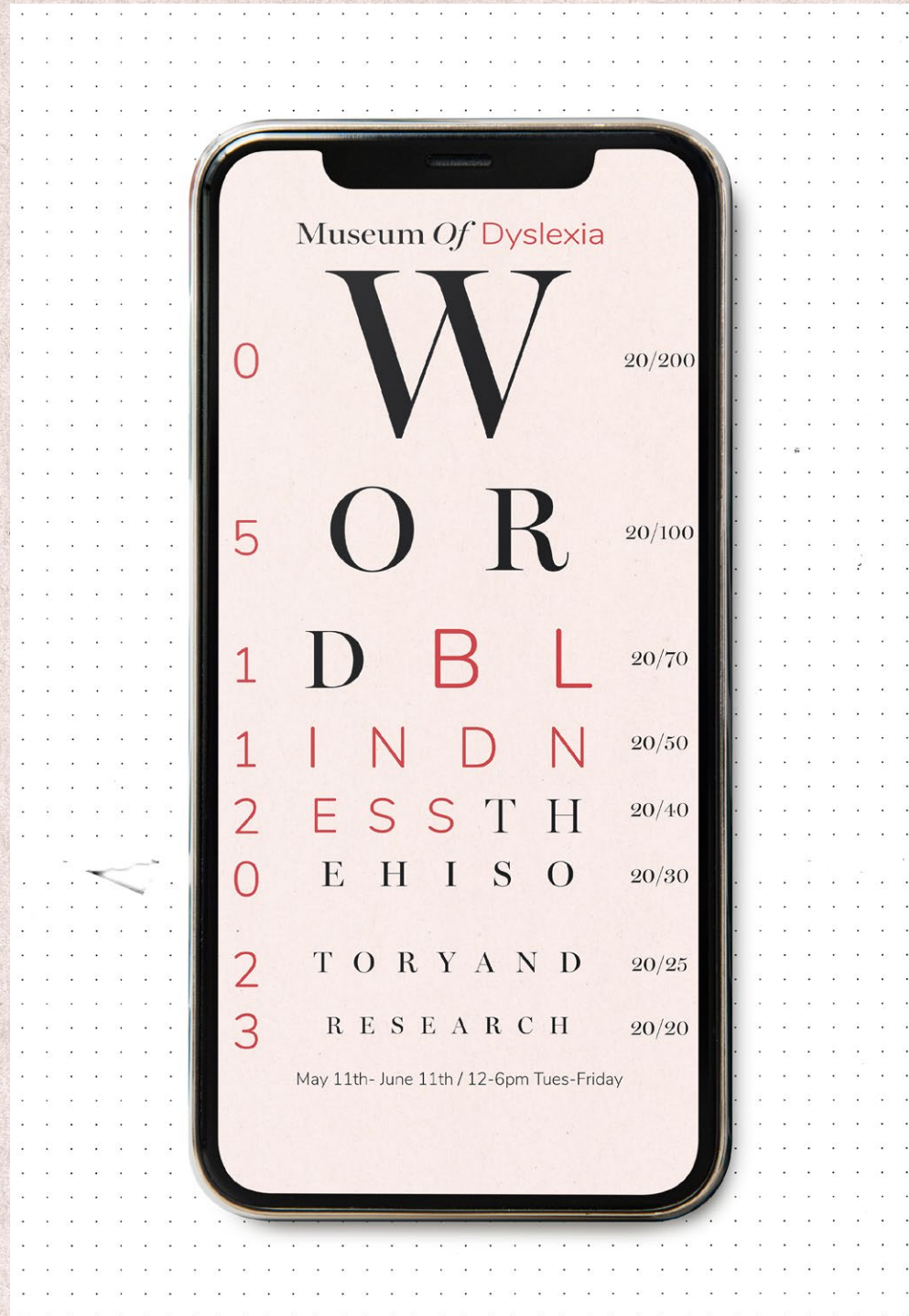
The new exhibition at the Museum Of Dyslexia.
Word blindness The history and the research? This
exhibition walks us through the history of Dyslexia
from 1877 to the present with reading relics and
influential educators and neuroscientists.

5105 Kennett Pike, Winterthur, DE 19735 / May 11th- June 11th / modyslexiainfo@gmail.com

Exhibition Brochure

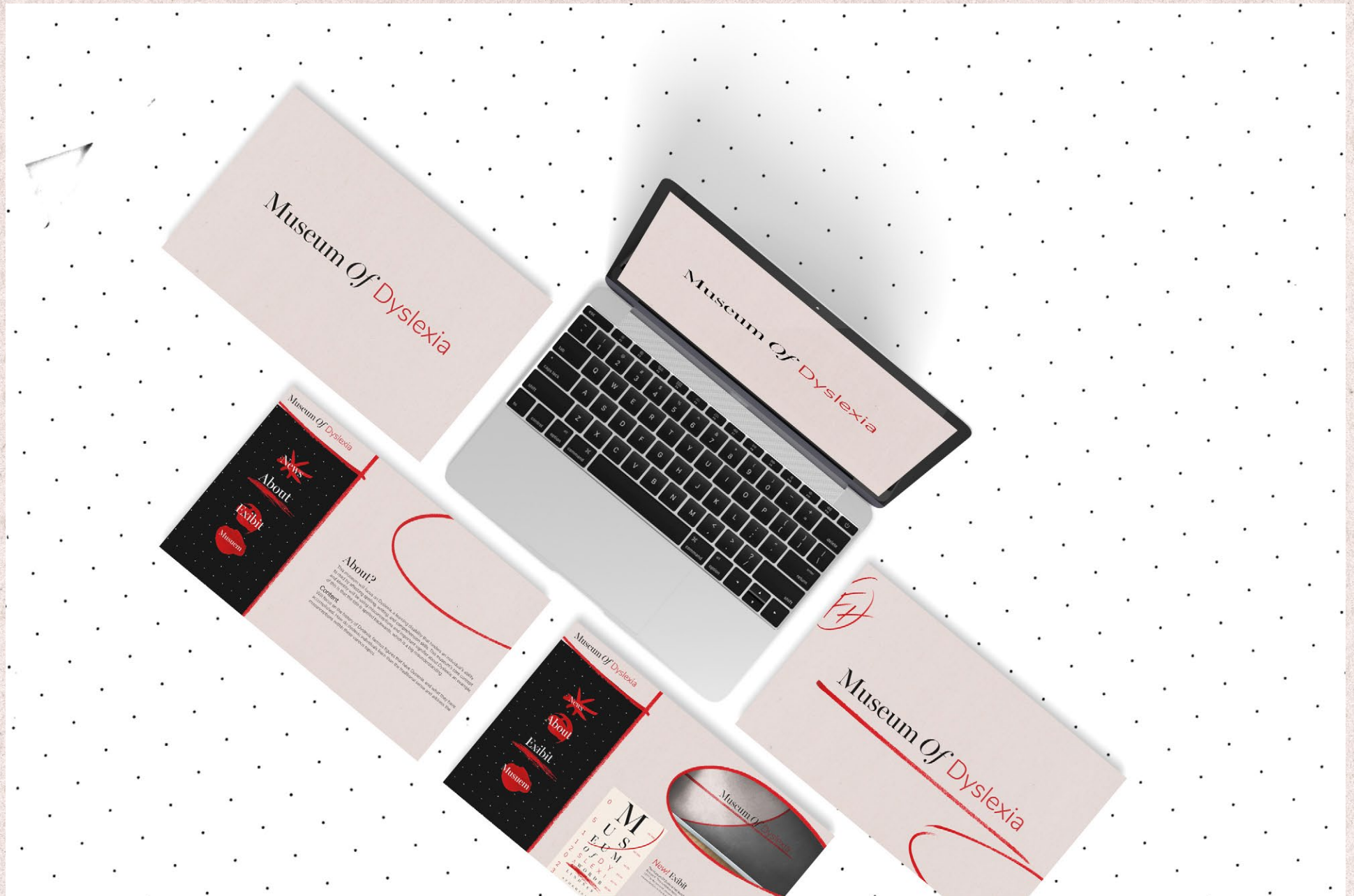


Smartphone Ads





Museum Website



Mobile



Exhibition Graphic



A photograph of a gallery wall. The wall is divided into two horizontal sections: a lighter, textured grey on the left and a darker, smoother grey on the right. A thick, hand-drawn red line starts from the left edge, curves upwards, then curves downwards to cross the boundary between the two wall sections, and finally continues as a horizontal line across the darker section. The text 'Museum Of Dyslexia' is centered on the wall. 'Museum Of' is in a black serif font, and 'Dyslexia' is in a red sans-serif font, with the red line passing through the middle of the word.

Museum Of Dyslexia

Apparel



