The Custom Touch

branding and creating that special environment in your museum
My role:

-- work with museum staffs;

-- access branding opportunities and suggest answers;

-- educate clients when new products are available that would be applicable to their needs;

-- work with museum designers and offer aid in their exhibits as well as the overall design in the building.
Why can I offer help?

I know museums.

I know them well.
Museum Branding

How is this different from marketing?
Aren’t they the same thing?
- This is what you are.
- This is why you exist.
- It is what you want others to know that they will get when they come to visit.
Branding is the base.

It is why the door is unlocked every day and guests are invited to visit.
Marketing is the **extras**.

A new exhibit.
New look in the museum store.
Summer family programs.

Changes or highlights!
Ways to market/brand
Or we can use custom static products to do the work!
Let’s start outside!
Montefiore wanted pole banners to highlight the main points of their mission statement. How about your main exhibits? Or some of the special programs that visitors can expect when they enter? Start the excitement early!
Banners, pole or not!
Vinyl or cloth banners?

**Cloth:**
- Two-sided? Single?
- If two sided, slits need to be cut for wind, and then stitched, or it would fill up like a pillowcase!

**Vinyl:**
- Easier to cut wind flaps
Make sure that the fixtures are able to sustain wind if they are in the open.

Grommets can be put at top and bottom so that the banner can also be secondarily attached to the poles with zip-ties.
Manhattan College opted for a temporary banner entrance look.

No poles.

Freestanding panels printed on 48” x 96” panels of Sintra.

If opting for a look like this, make sure that your bases are stable so that weather or ground conditions do not create accidents with falling signage.
Have a fence handy?

Use the material that you have to add excitement! Here a construction banner is highlighting what will be available after it is finished.
Signage!
You have to have an entrance sign! It should match the feeling of your museum. In this case, just like Boscobel - stately and elegant. A simple sign was needed for the entrance.

Remember again, the elements.

You don’t want a ratty, beaten down sign to be the first thing that a visitor sees when they enter!
Museum of Sound
Why not put your name in lights?

This type of sign could be used for a permanent advertising of the museum, or it could be changed out when there are special exhibits on hand.

This sign would be hard to ignore!
For that quick spot of information, why not an a-frame? These are easy to move around and even easier to take down.

Tully’s Coffee wanted to let visitors know where they could grab a free cup of coffee. The graphics, UV printed on Sintra panels, are mounted into wooded A-Frame stands.
The beginning.
Imagine coming into this entrance!

Instead of displaying admittance prices, why not show off the museum brand!

Fabric, 3m vinyl application, direct print … name it!
Look down. What do you see?

This custom color dye-sub carpet mat would add so much to the foyer of a museum of sound!
3m vinyl adhesive can make this elevator door an empty palette waiting for your ideas.

Yet another good spot for marketing as well.
Breathless! How awesome these features make the entrance look!
What no escalator or elevator in your lobby? Why not make the steps a palette for your museum!

3m vinyl adhesive to each riser can really be a boost.
How cool would this be?

See the possibilities?
Not even the columns are left out of the fun! Whether the column is an antique or new construction, they can be wrapped safely and with color.

New exhibit? Make a big deal.
What about the rest of the museum?
The New York Historical Society needed a facelift – on the floor. So they had carpets printed with the five NYC boroughs to go through their museum. This not only showed pride of their museum, but also their location.
Real or carpet?
Shop Rite used 3m adhesive window panels to promote their wine and beer departments.
A great view from the inside and outside. Depending on the product, you can allow light to come in, or you could completely block the view and light.
The colorful museum branding continues right into the café. Dye-sub laminated tables literally brings the logo to your meal.
Bring your display entrance outside!
Magnetic 3D skeleton to enable children to learn about bone placement.
Photo opps abound.

Media event.

Sweet 16 party.

Exhibit opening.

Name it, and a step and repeat is a perfect accessory for that occasion.
Enlarge a piece of art from your display, print on a large fabric panel and use that as a room divider.

The Denver Museum of Art did just that. They used several large panels for temporary dividers.
Why not fabric on the wall?
A display about the ocean. Tall aquariums are filled with fish and nautical plant life. Look down!

This is a sheet of vinyl flooring, printed on the second surface. Clear vinyl top protects the artwork!
A big performance for the Gotham Chamber Opera in the Brooklyn Botanical Garden needed a rose.

Enter Marley Flooring.

Once again, this starts white and then you take over.
This is not a backyard picture. This is an image of dirt printed on a sheet of Marley flooring.

Think of the possibilities.
What would happen if 30,000 to 70,000 people a day were reminded of your museum?
Make the artifact plaques or window displays stand out with metallic ink. Or pearlescent.