

Darwin Cruz

Identity Design

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One thing that I found interesting about the reading, *The Age of the Anti-Logo*, is that museum logos are actually more complex than one might have thought. I always found museum logos have always been very interesting in the graphic design field. I like how each museum has their own identity, and how the logo demonstrates it. But I didn't know that museum logos, in general, were more complicated than one thought. As Kelsey Campbell-Dollaghan states, "The visual identity of an arts institution has attracted visitors and donors, and it also has to say something about the curatorial stance of a museum. That's a difficult thing to convey in a single shape or form—and many museums, instead, are turning to "flexible" identities" (Kelsey Campbell-Dollaghan). In today's modern world, there are a lot more different types of museums each presenting different types of content. There are museums about music, movies, video games, sex, etc. With more museums becoming more and more flexible, the harder and complex it is to design a logo around it. In fact, Kelsey Campbell-Dollaghan says that, "galleries and modern museums focus on visual culture as it evolves, and their graphic representation should reflect that " (Kelsey Campbell-Dollaghan).

When it comes to museums, this is something I never imagine coming out of them.  
Mostly because I imagined museums' logos were quite easy, or at least not as difficult,  
compared to other organizations.