

**NATASHA YEE**  
**BHS POSTER PROJECT**

Natasha Yee

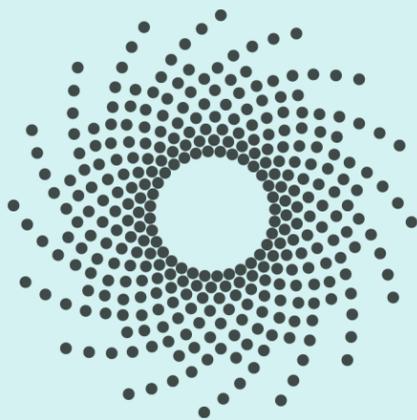
Project 2: BHS Poster

COMD 2427

Typographic Design III

In designing a poster to promote a museum dedicated Brooklyn's history and their new location in DUMBO, I had the challenge of communicating the message through a focus on typography. Stripped of photography and illustration as a main element, my goal was to not have the type speak too literally. I found that the building (Empire Stores) the museum moved into was a 19th century warehouse in which was only recently renovated for the public after decades of being idle. And so, I used that to my advantage, finding inspiration and interest in its repetitive, arched windows. Not only did I decide to use Brooklyn Historical Society's acronym, but I had the 'B' resemble the same windows as its counters are similar in shape. As for the 'HS', I chose the Aharoni Bold typeface to match because of its weight and because it is void of serifs. Here, I leaned more towards the building rather than the neighborhood itself given its history, which makes it all the more fitting for such a museum to be located in.

I also wanted to ensure that the concept was more obvious to those unfamiliar with Empire Stores so I had an illustration of only part of the building at the bottom of the page to solely show the resemblance. I, then, had the logo sit on top of the page whereas the "Brooklyn Historical Society DUMBO" sat on the bottom for an asymmetrical balance. Making sure I emphasize on the location, I tracked the name of the museum so "DUMBO" could be enlarged for visual hierarchy. Not to mention that I had everything aligned for vertical symmetry and balance as well. And lastly, I chose a solid blue background being that the museum is situated by the water.



**S**

**I**

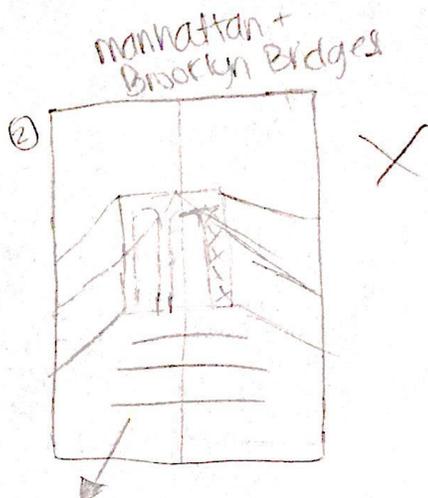
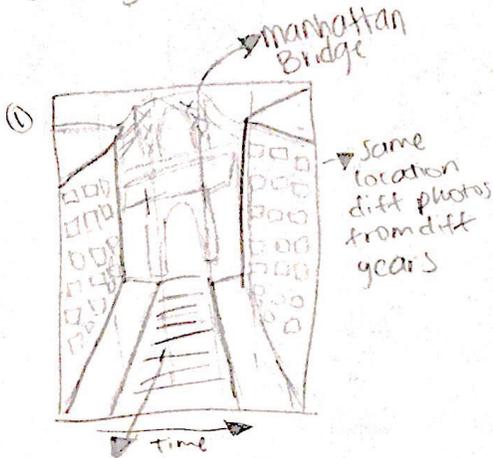
**U**

**BROOKLYN  
HISTORICAL  
SOCIETY  
DUMBO**



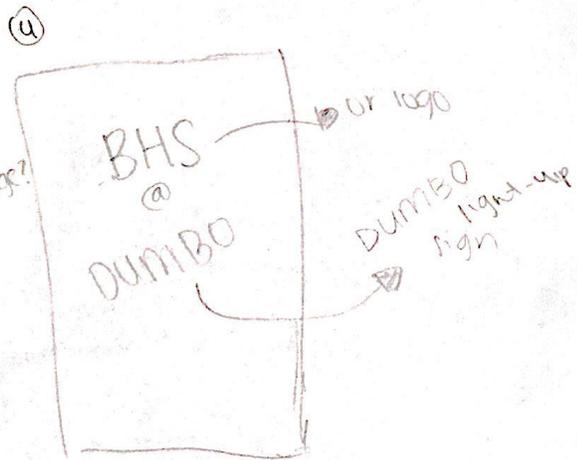
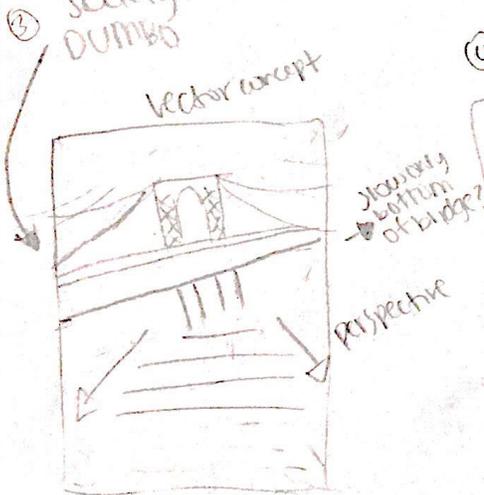
**BROOKLYNHISTORY.ORG**

Type III  
Brooklyn Historical Society



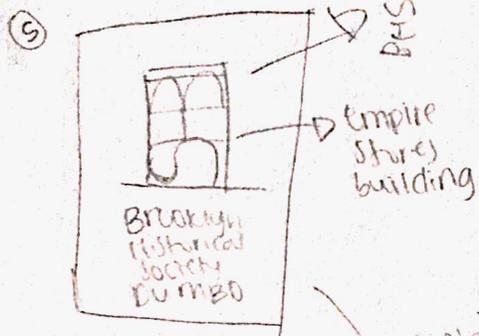
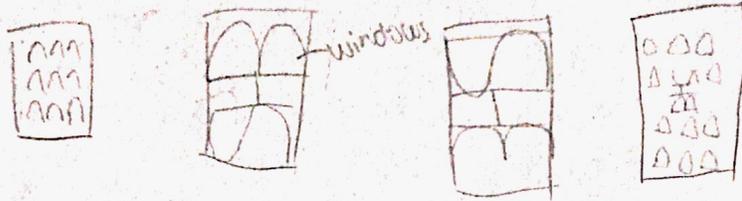
Type: Brooklyn Historical Society DUMBO (type under Manhattan Bridge)

Type: Brooklyn Historical Society Dumbo

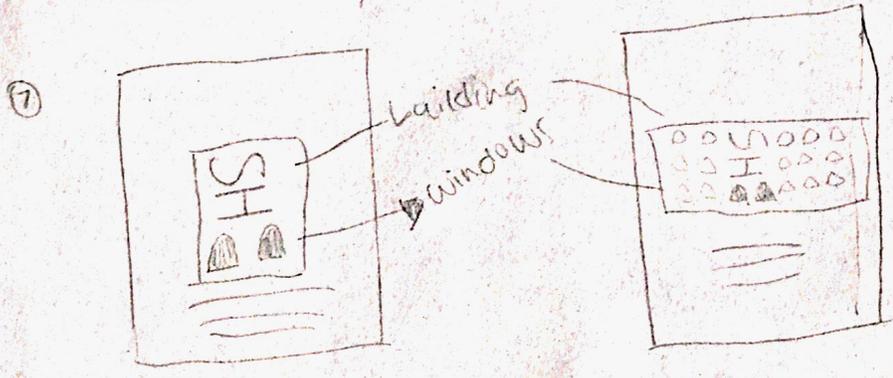
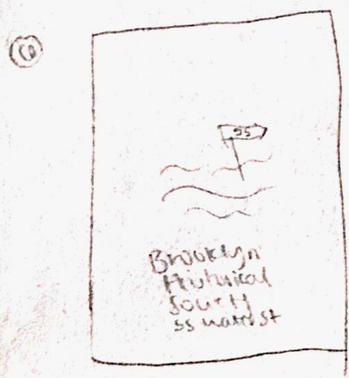


Research:

- Brooklyn's 400 year history
- Brooklyn Heights + DUMBO
- DUMBO waterfront, Empire Stores
- Empire stores is one of the few remaining 19th century warehouses that still lined Brooklyn's waterfront
- 128: Pierre point st + 55 water st



combine?



# REFERENCE AND INSPIRATION

← TWO LOCATIONS →



Brooklyn Historical Society (BHS) is a vibrant cultural institution with two unique locations: our flagship site on Pierrepont Street and our satellite location on Mott Street in DUMBO. Visitors to BHS and BHS DUMBO dive into the heart of Brooklyn's dynamic history and culture in many different ways, from exploring exhibitions, to engaging in rich research, to perusing the books and Brooklyn-made items in our gift shops.

BHS and BHS DUMBO are a short fifteen minute walk from each other as the map on the next page shows. Make sure to visit both!

