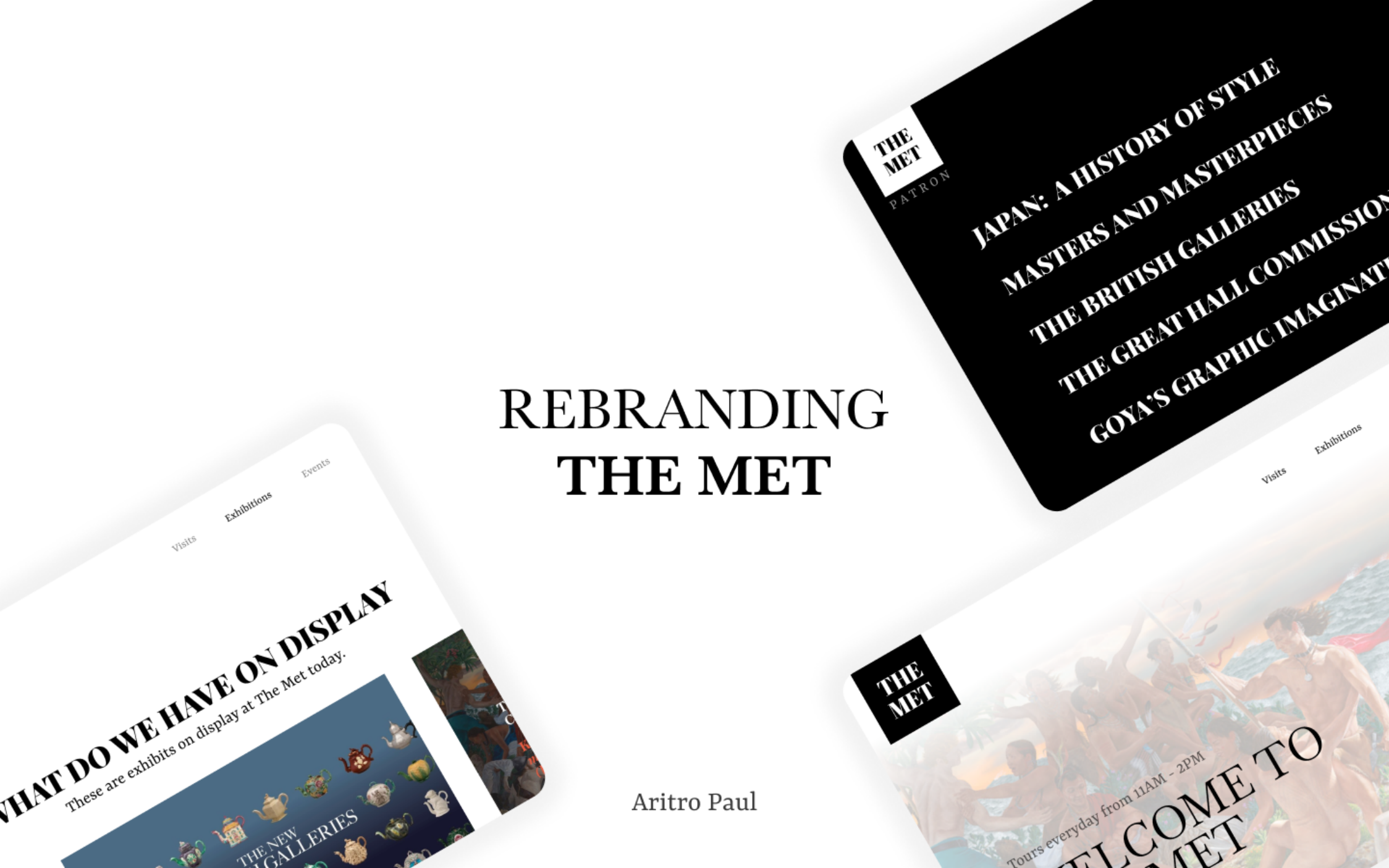


REBRANDING THE MET

Aritro Paul



The Prompt

In Studio Project 2, you will be creating a new Visual Design Language for one of the following brands:

- The Metropolitan Museum of Art
- Tesla
- Hulu
- Whole Foods
- Peloton

You will need to do a heuristic audit - essentially a personal preference audit- of your chosen brand and how the visual design should be improved.

THE MET

Mission and Values

The mission of The Metropolitan Museum of Art is to **collect**, **preserve**, **study**, **exhibit**, and stimulate **appreciation** for and advance knowledge of works of art that collectively represent the broadest spectrum of human achievement at the highest level of quality, all in the service of the public and in accordance with the highest professional standards.



THE MET

Audit

Branding

The Met did a rebranding overhaul in 2016, wherein they switched from the Metropolitan Museum of Art to simply, The Met. It's definitely a bold move and they got a new color and logo to go with it.

“The new logo is an original drawing inspired by the strategic intent to draw "connections" throughout the Museum, across time and culture, and between people and art. It is fluid, lyrical, and distinctive, like an authentic signature.”

The logo faced massive criticism from designers around the world, and was also called “A typographic bus crash”. I weirdly agree. The mashing of letters together doesn't show the elegance and feel a museum should bring.

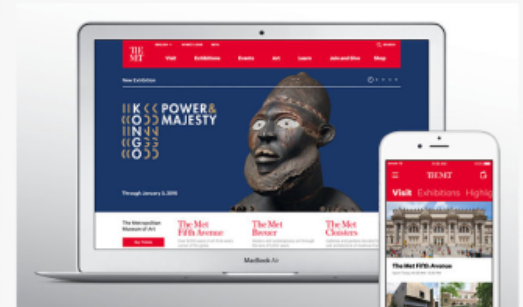
THE
MET

THE
MET

Breuer

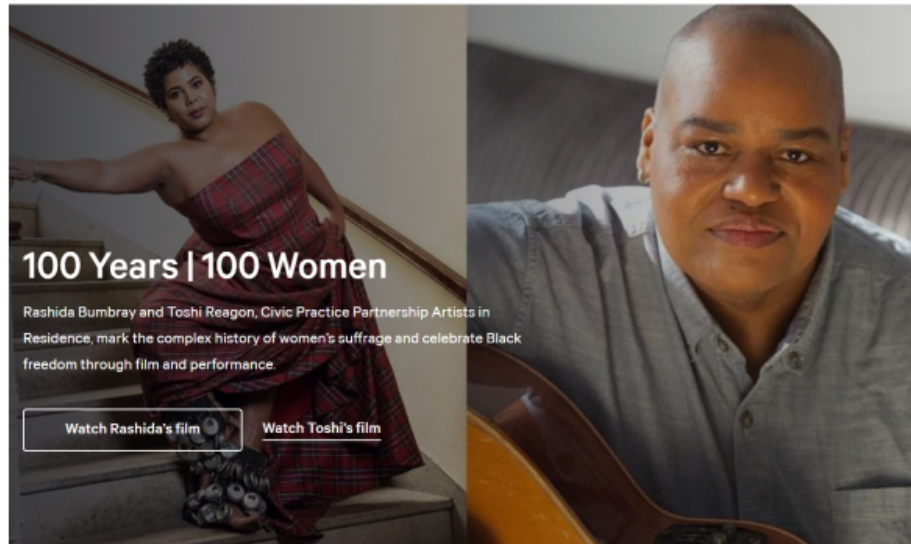
THE
MET

Cloisters



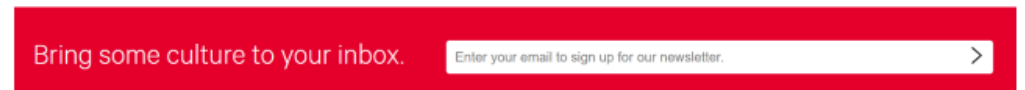
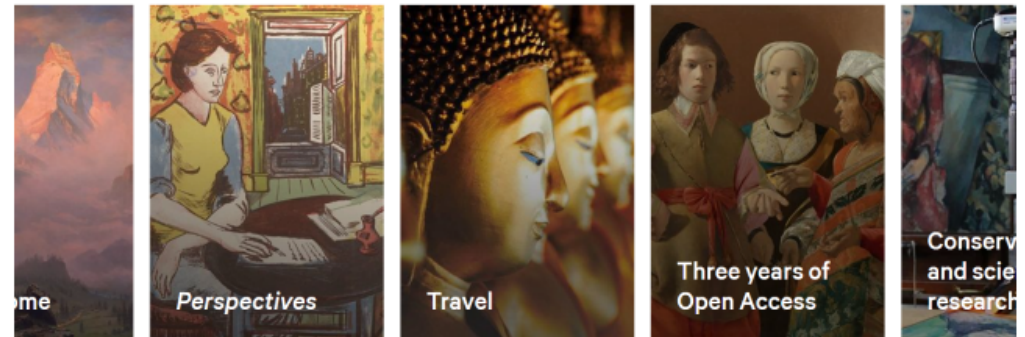
THE MET

The Website



Extremely lenient usage of screen real estate.

More to Explore Online



EXPLORE

About The Met

Contact

Extremely high amounts of information.

THE MET

The Website

One Museum, Two Locations

The Met is open to the public.

Plan your visit

The Met Fifth Avenue

Next open on Thu, at 10AM

The Met Cloisters

Next open on Thu, at 10AM

Fun fact: The red button is actually not a button.

THE MET

The Website

Search the Collection

Search for Artist, Culture, Title, Accession #, Gallery, etc.

All Fields ▾



Search →

Filter By:

Object Type / Material ▾

Geographic Location ▾

Date / Era ▾

Department ▾

Show Only: ☐ Highlights ☒ Artworks With Image ☐ Artworks On Display ☐ Open Access

Applied Filters: Chiaroscuro woodcuts ✕ Woodcuts ✕ [Reset Filters](#)

Sort: Relevance



Very E-commerce-istic view when browsing art.

THE MET

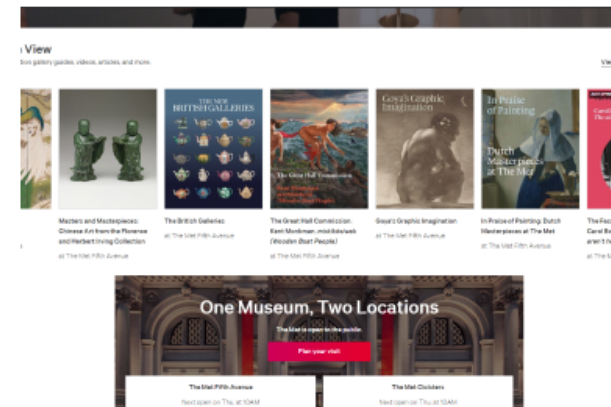
Brand Strategy

1. Return the branding back to a classier, artsy style.

With the closure of the Met Breuer, the contemporary and modern art museum of The Met, I believe that the logo doesn't suit the whole new modern look anymore.

2. Revitalize the website as an informative website.

Right now, the website seems overly cluttered with information, visiting, exhibits and patronage. I feel that a reduction of information is necessary.



THE MET

Moodboard

Calm

Stoic

Clean

Elite

Timeless



THE MET

Typography

Headings

**THE
MET**

Playfair Display **Bold**

Aa Bb Cc Dd

Ee Ff

Content

The Metropolitan
Museum of Art

Yrsa **Light**

Aa Bb Cc Dd Ee

Ff

THE MET

Colors

#000000

White

#FFFFFF

Black

#E50000

The Met Red

THE MET

Logotype experiments

Abril Fatface

**THE
MET**

The Metropolitan
Museum of Art

Bungee Shade

**THE
MET**

The Metropolitan
Museum of Art

Gruppo

THE
MET

The Metropolitan
Museum of Art

Josefin Slab

THE
MET

The Metropolitan
Museum of Art

Julius Sans

One

THE
MET

The Metropolitan
Museum of Art

Libre

Baskerville

THE
MET

The Metropolitan
Museum of Art

Merriweather

THE
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The Metropolitan
Museum of Art

Monoton

THE
MET

The Metropolitan
Museum of Art

Zilla Slab

THE
MET

The Metropolitan
Museum of Art

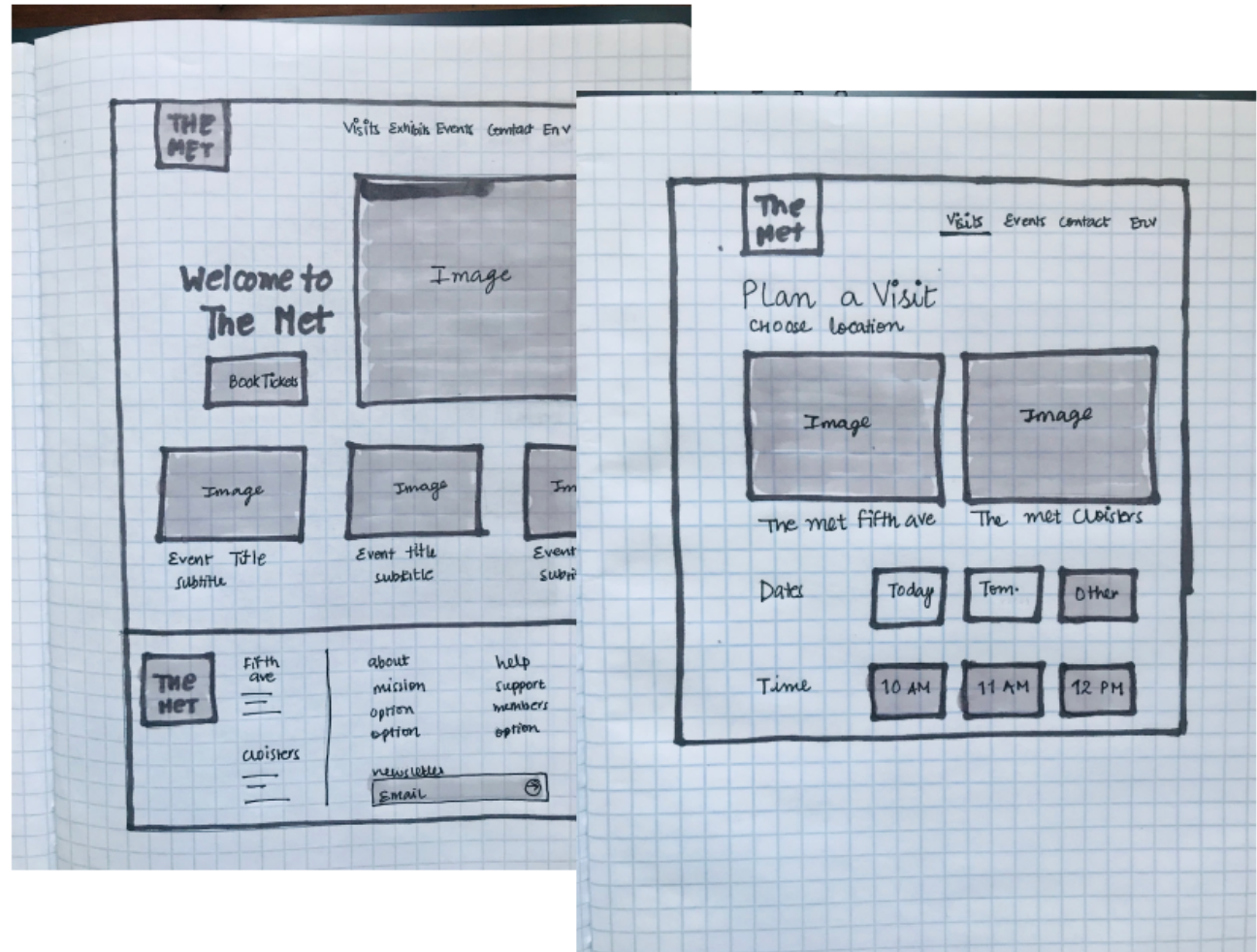
THE MET

Branding Experiments



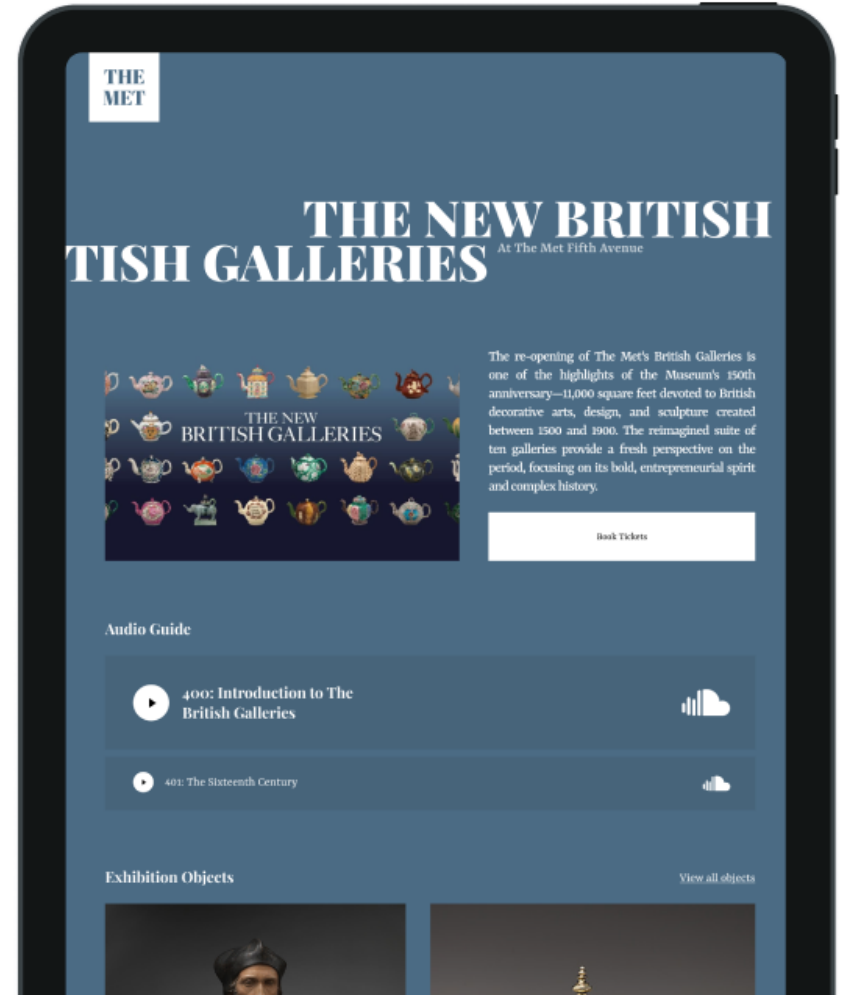
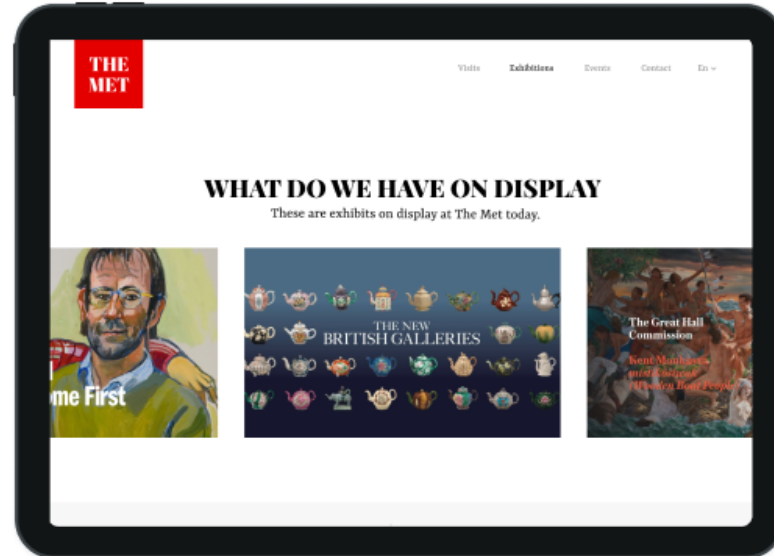
THE MET

Sketches



THE MET

The Met: Casual



THE MET

The Met: Patron

THE
MET
PATRON

The Met thanks you
for keeping art alive.

THE
MET
PATRON

[Home](#) [Exhibitions](#) [Events](#) [Contact](#) [En +](#)

GOYA'S GRAPHIC IMAGINATION

MASTERS AND MASTERPIECES

THE BRITISH GALLERIES

THE GREAT HALL COMMISSION

GOYA'S GRAPHIC IMAGINATION

THE
MET

PATRON

GOYA'S GRAPHIC IMAGINATION

At The Met Fifth Avenue



Regarded as one of the most remarkable artists from the late eighteenth and early nineteenth centuries, Francisco Goya (1746–1828) is renowned for his prolific activity as a draftsman and printmaker, producing about nine hundred drawings and three hundred prints during his long career. Through his drawings and prints, he expressed his political liberalism, criticism of superstition, and distaste for intellectual oppression in unique and compelling ways.

Book Tickets

Tour The Exhibition



THE MET

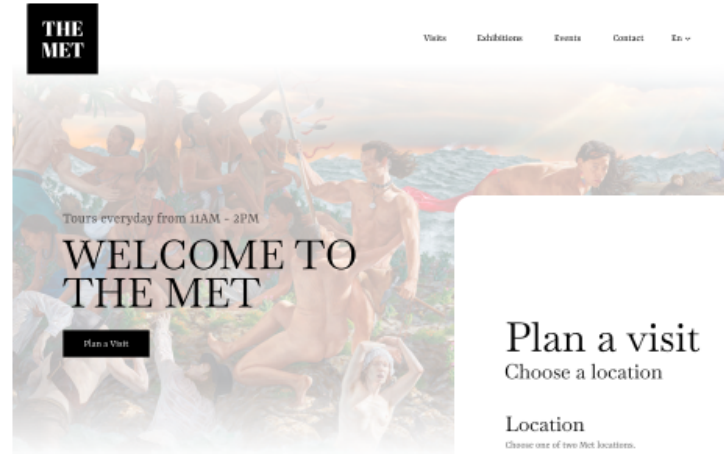
Non Digital Executions



THE MET

Key Takeaways

- Rebuilding a Brand Strategy based on an heuristic audit,
- Reprioritizing Pages and Menus,
- Reintrigrating all important parts of the website, while still keeping it clean and minimal.

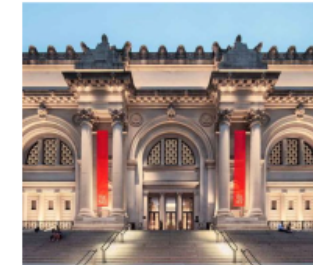


Plan a visit

Choose a location

Location

Choose one of two Met locations.



THE MET FIFTH AVENUE

Thursday–Monday: 10 am–5 pm
Closed Tuesday and Wednesday



THE MET CLOISTERS

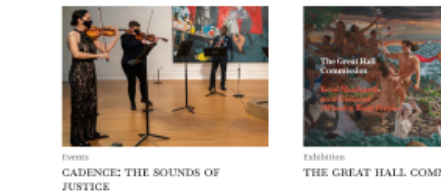
Thursday–Monday: 10 am–5 pm
Closed Tuesday and Wednesday

Dates

Select a location to view dates

Entry Times

Select a location and date to view available times.



Events

CADENCE: THE SOUNDS OF JUSTICE

Exhibition

THE GREAT HALL COMMUNION



THE MET FIFTH AVENUE

1000 Fifth Avenue
New York, NY 10028
Phone: 212-512-7710

THE MET CLOISTERS

90 Margaret Corbin Drive
Fort Tryon Park
New York, NY 10040
Phone: 212-922-0700

About The Met

Mission and history
Curatorial departments

Join our newsletter

Enter email



THE MET FIFTH AVENUE

1000 Fifth Avenue
New York, NY 10028
Phone: 212-512-7710

About The Met

Mission and history
Curatorial departments

Membership

Support
Host an Event

Fin