

Branding Beyond a Logo

5 lessons learned rebranding the North Carolina Museum of Art

CREATE GOOD CONFERENCE 2023



Know your why

Defining the reason for the rebrand guides the creative process and helps the team communicate effectively outside of the organization.

Project management is key

A dedicated project manager keeps the team organized and allows other team members to focus on their role.

Interviews with each department help to capture tactical rebranding needs and educate the organization on all that is involved in a rebrand.

Font Considerations

Readability: Think about the readability of your materials across formats. Some fonts work well for print, digital, and large scale, while others are best in only one format.

Language Support: Does the font offer all the languages that support your organizations need? Even if you do not translate materials into other languages, do you reference names or locations that require special characters from other languages?

Get Creative with Challenges

When challenges arise, brainstorm, get creative, do the research, and don't be afraid to try something new even if it hasn't been done before.

Accessibility for all

Accessible design and marketing decisions improve the experience for all.

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