

Rebranding Process Book: The International Spy Museum

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Client Brief

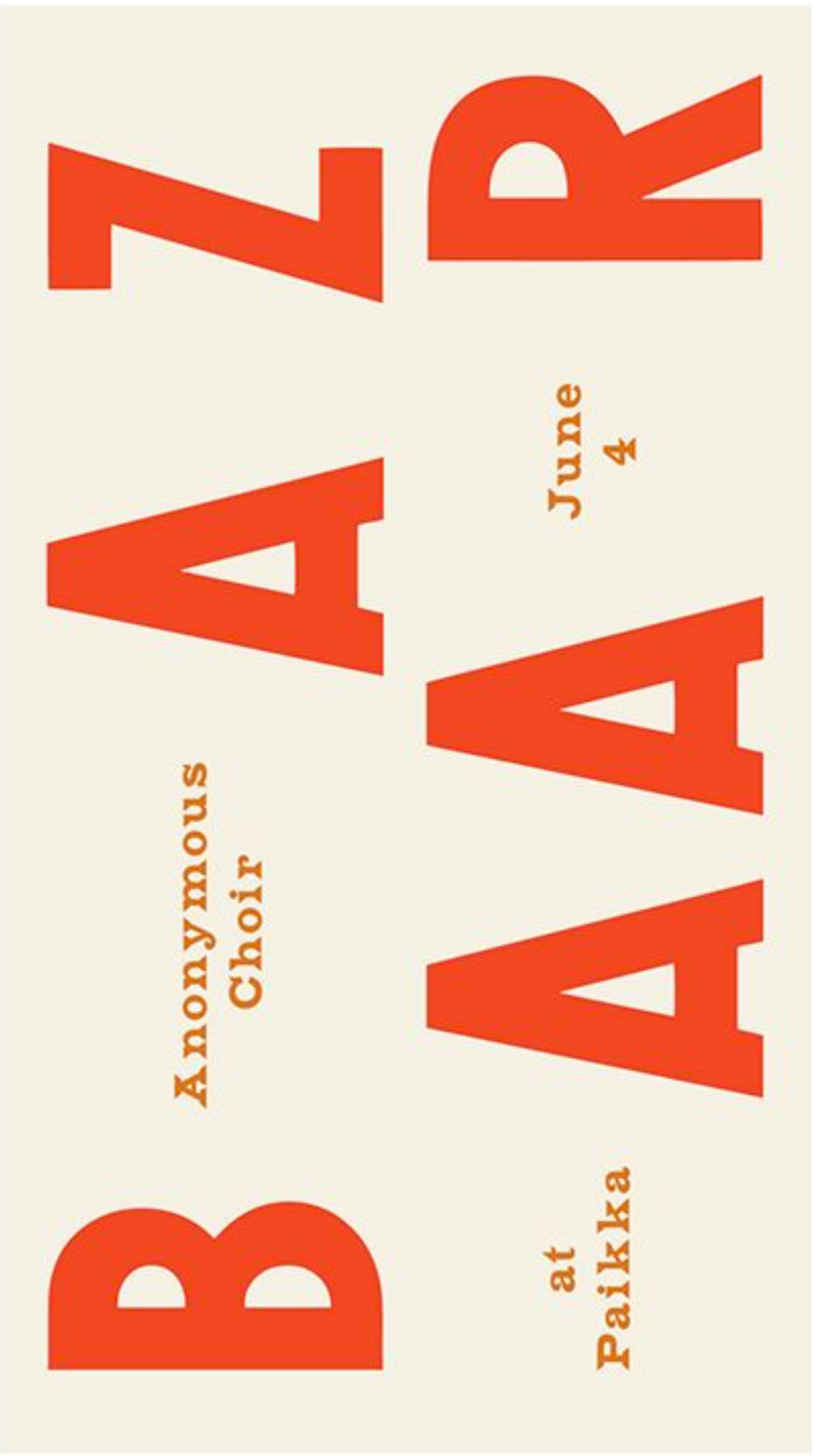
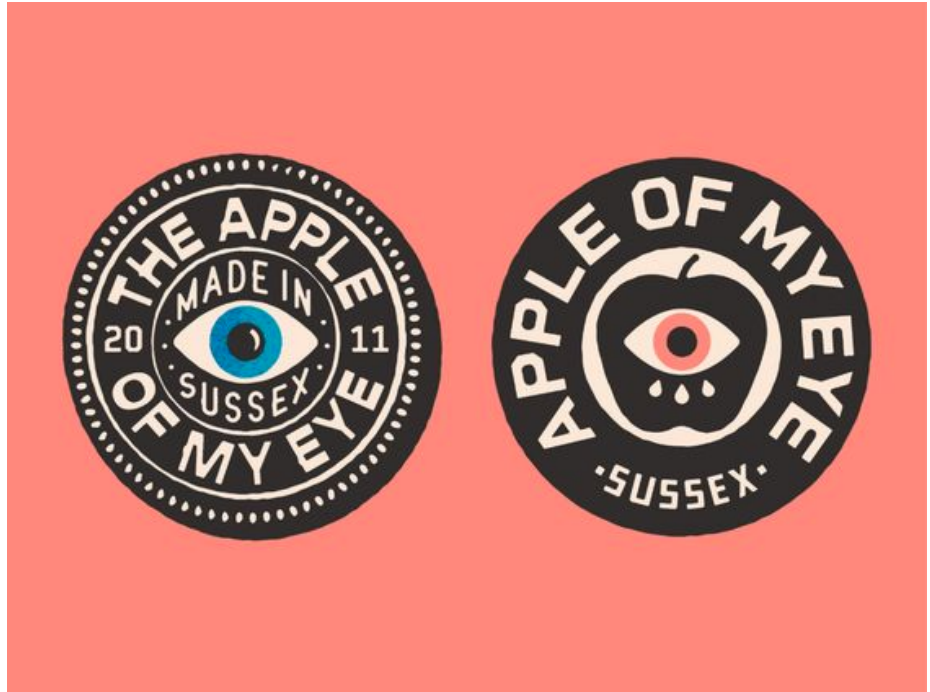
About the client

“A private non-profit museum dedicated to the tradecraft, history and contemporary role of espionage, featuring the largest collection of international espionage artifacts currently on public display.”

Objective of rebrand

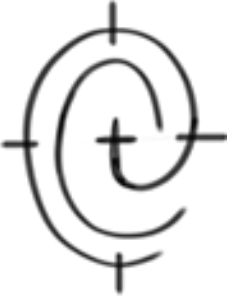
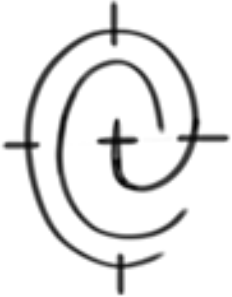
- Create a more cohesive, recognizable brand identity
- Reflect the fun and intrigue of the museum

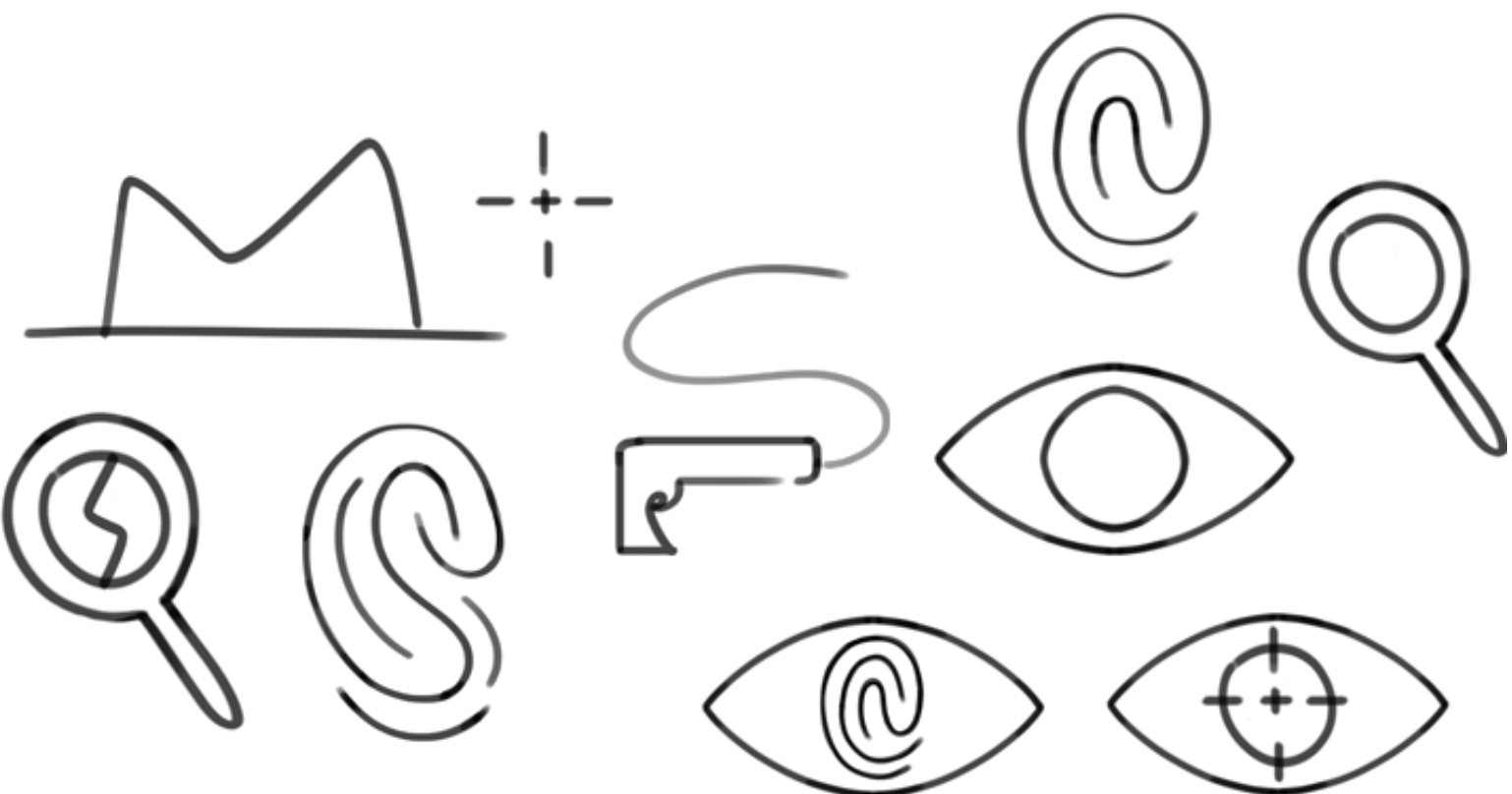
Moodboard



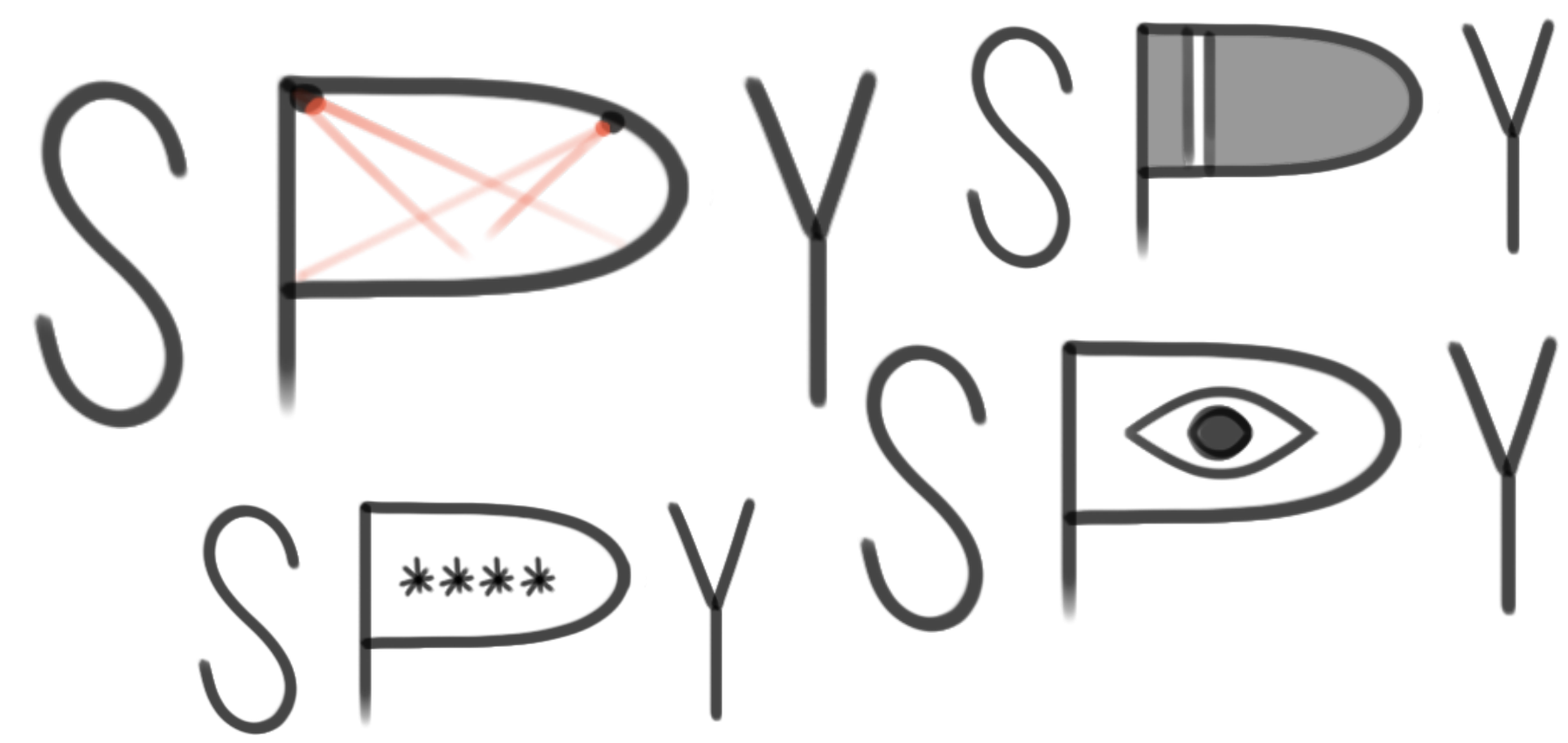
Sketches

FORCED CONNECTION MATRIX

	MAGNIFYING GLASS	FINGER- PRINT	CROSS- HAIR
MAGNIFYING GLASS			
FINGER- PRINT			
CROSS- HAIR			



More Sketches...



Early Computer Comps

SFPY SFPY

SFPY SFPY

SFPY SFPY

Final Marks



PRIMARY LOGO

SECONDARY LOGO

SECONDARY LOGO