

# Re

BRAND, FACILITY, LOCAL DISTRICT

## DESIGN IDEAS FOR ReNEWAL

A collection of case studies -with "regeneration" as their keyword- showing commercial districts, facilities and brands brought back to life through the power of design.

Focusing on mainly the post-renovation graphic tools, we present the design concepts and their regenerative effects.

This is a book through which readers will see and feel the role that design can play in reigniting the allure of companies and communities.

# 旧モチーフを生かしつつ、 統一感・インパクト のある新VIを開発

Developing a new VI that is  
cohesive yet punchy using an  
old motif

## Virginia Museum of Natural History

博物館 Museum  
U.S.A.

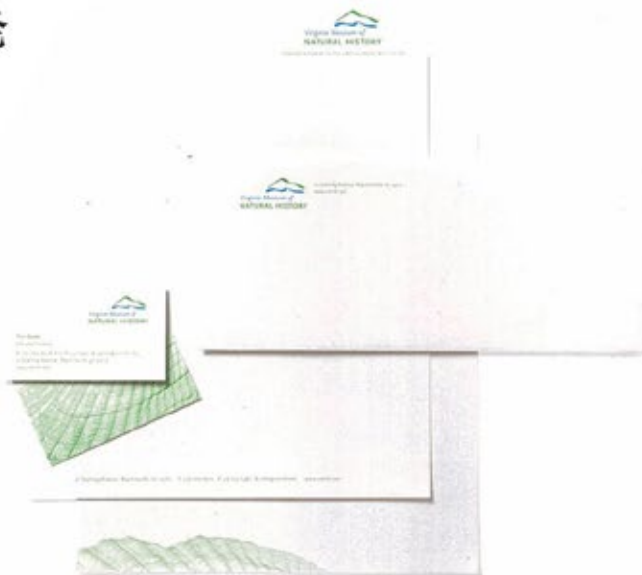
CL = Virginia Museum of Natural History

Principal in charge = Tony Reich

AD, D = Edmund Li

D = Esin Nalbantoglu

SB = Reich+Pech



### BEFORE

2007年、ヴァージニア州ジェームズタウンの400周年を祝って、ヴァージニア州立自然史博物館 (VMNH) が魅力的な常設展、特別展を擁する新しい建物に移転した。しかし古いアイデンティティは古臭いイメージで、フォーマットにバラツキがあり、新しく生まれ変わった博物館の姿を反映していなかった。

In 2007, the 400th anniversary of Jamestown in the State of Virginia was celebrated and the Virginia Museum of Natural History (VMNH) relocated to a new building that hosts permanent and special exhibitions. However, the former identity was outdated with an irregular format that did not reflect the reality of the newly transformed museum.



### AFTER

従来のロゴに使われていた「山と水」のモチーフは、ヴァージニア州の一部はかつて海だったので、研究対象となる数多くの化石を蓄えている土地である、ということを表しているため、このモチーフを新ロゴにも採用することにした。シンボルマークに併記される博物館名の表記法がツールごとに違っていたため、すべて正式名称を表記することで統一した。また、ミュージアム・コレクションの一部である「貝殻」を第2のキービジュアルとし、ステーションナリーのビジュアルインパクトを強化した。

Because the mountain and water motif used in the former logo expressed the fact that a part of the State of Virginia used to be under water and its soil harbors numerous fossils that are the subject of research, it was decided to use the motif in the new logo as well. Because the rendition of the Museum's name used in combination with the symbol mark had varied with each application, it was standardized on all the applications with the official name. The shells that are a part of the Museum's collection were the second key visual and strengthened a visual impact of the stationery.





Over 25 years, we have evolved our viewpoint about design to create extraordinary moments and opportunities for people to have experiences that change their understanding and perspective of the world they live in.

## **REICH+PETCH**

1867 Yonge Street Toronto, ON Canada M4S 1Y5  
TEL (416) 480 2020 FAX (416) 480 1881  
[www.reich-petch.com](http://www.reich-petch.com)  
[info@reich-petch.com](mailto:info@reich-petch.com)