JinJin / December 02, 2012 08:36PM

[範例] 兒童創意博物館 Children's Creativity Museum

一樣是由Landor公司設計，座落於美國舊金山的兒童創意博物館於2011年10月開幕。

這是一組活潑有創意的品牌視覺設計，他們為博物館創造了一個好玩的，有趣的創意精靈角色，直接成為了品牌標誌，也是博物館的活動指標。一組色彩艷麗，迷人的，好玩的組合，每個創意精靈都有自己的故事，並對應到特定的活動。創意精靈不僅是訪問博物館時的焦點，他們最主要的使命是：鼓勵孩子想像，創造，分享。

這些創意精靈不僅可作為活動的標誌，也出現在各項設計中，包含了環境設計與海報、旗幟等設計上。

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