

MUSEUM OF NOSTALGIA logo & branding

This quirkily, niche store-meets-exhibit brings adults back to their childhoods with vintage toys & TV shows. I designed a retro brand that invokes the visual language of the 70s and early 80s, with a funky primary font & warm orange tones.

The abbreviated logotype focuses on the TV icon & initials of the establishment, giving it an even more immediately recognizable stamp. A set of defined, yet diverse, colors & strict imagery guides keep this vibrant style from becoming so eclectic that it loses its identity.

Photoshop | Illustrator





Logo guides

To keep the logo immediately visible, no other elements should come too close to it. Leave a border on all sides that is 20% of the total height of the logo.

When resizing the logo, take care to not distort (stretch/squish) it. No other adjustments should be made, including removing elements, & changing the color or orientation. Likewise, additional elements & filters should not be applied.





Colors

The primary trio of colors is taken from the logo, with the boldest taking the lead as the brand's signature color. While pure white works with this set, pure black is too bold & modern & looks a little out of place. Instead, use these various shades of warm greys.

This business is all about childhood memories, so sticking with just orange wouldn't do. These three sets of additional hues add some vibrant options while still keeping that retro feel. Other hues can be used sparingly, but they should keep a warm, desaturated look.

#FF7918	#F6CC70	#FCEAD3	
#C9C0B4	#E3F8C0	#FFE2F3	#E2F2F0
#968E86	#C7F27D	#FAA9D8	#B4E7E0
#403C37	#7D9356	#B56996	#6CAEA6

Fonts

The font used for the main logo is NEON 80s & it can also be used for headlines or titles. A stroke of 2px should always be applied. The color can be completely changed, or just the stroke color can be changed while leaving the fill white.

FUTURA CONDENSED should be used for all other text - especially for bodies of text like this. All the different weights of this font are appropriate, & changing the color can be used to help highlight segments.

Neon 80s
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futurea Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890





Imagery

To really take the retro, nostalgic vibe all the way, a set of Polaroid frames have been created for presenting imagery & photography. This also serves the purpose of anchoring the images so they don't float in space. Illustrations can be added to act as an accent sticker, & a loose script font should be used if text is added (the examples use Another Birdhouse Light).

