



REEL CLASSIC MUSEUM

Andor S. Mate
DSC-2243-A Brand Identity - Creating An Image
Professor Anita Zeppetelli

CREATIVE BRIEF PART 1

Industry

What industry is this in and how is it evolving?

This project is part of the film and cultural heritage industry, focusing on classic cinema—including monster movies, The Three Stooges, Charlie Chaplin, and Sherlock Holmes (1955). The industry continues to evolve through restoration, digital preservation, and renewed appreciation of film history.

What are the key trends in the industry?

Key trends include advancements in restoration techniques, evolving storytelling methods, and the reinterpretation of classic themes in modern media.

What matters in your industry?

What matters most is the craftsmanship of storytelling, set design, character development, and cultural influence that classic films represent.

Is there convergence with adjacent sectors?

Yes. Classic film intersects with visual arts, theater, literature, and digital media through shared narrative styles, character archetypes, and artistic expression.

Competition

Who are the competitors or indirect competitors?

Major competitors include the *Museum of the Moving Image (MoMI)* in Astoria, Queens, and the *Witch's Dungeon Classic Movie Museum* in Bantam, Connecticut.

What are their strengths and weaknesses?

MoMI's strength lies in its wide-ranging exhibits across film, television, video games, and digital media, and its prime New York location. Its weakness is overcrowding due to its popularity.

How are the competitors positioned?

MoMI is well-established and enjoys strong public engagement and visibility.

Customer

Who is the customer (primary, secondary, tertiary)?

Primary audiences are classic films fans.

Customer profiles and motivation:

Visitors may include artists, families, film enthusiasts, and students interested in learning about early cinematic techniques. They would choose this museum for its focus on classic film genres, special effects, and behind-the-scenes technology that reveal how these masterpieces were made.

CREATIVE BRIEF PART 2

Company

Describe the museum.

The museum will be medium-sized, featuring themed exhibits across genres such as comedy, horror, history, action, adventure, romance, and film technology. Each exhibit will include banners, posters, and interactive displays.

Location:

The museum will be located in either Manhattan, New York, or Connecticut.

Core values and focus:

The museum will emphasize friendliness, efficiency, and dedication to preserving and celebrating classic films.

Unique qualities and personality (3–5 adjectives):

Knowledgeable, inspiring, efficient, traditional, and friendly.

Most important quality:

To create a welcoming and engaging space that honors the art, culture, and legacy of classic cinema.

Design Goal

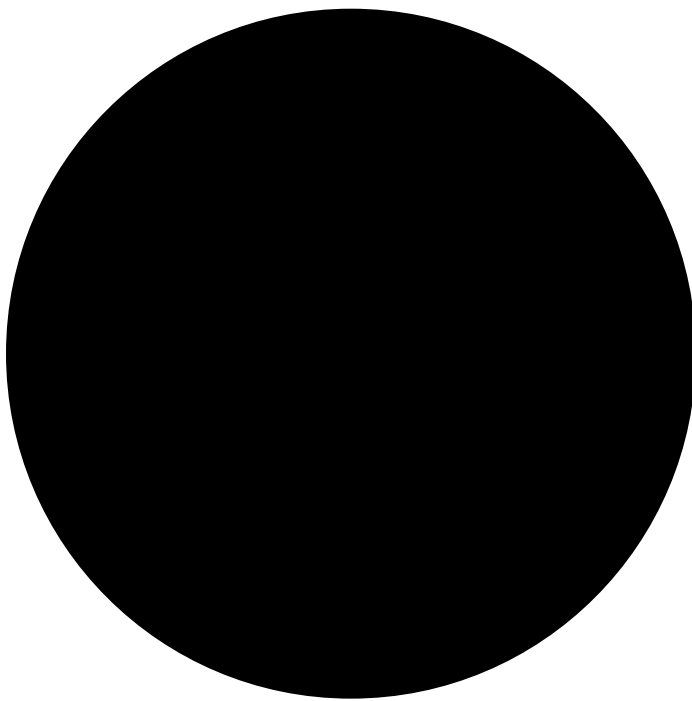
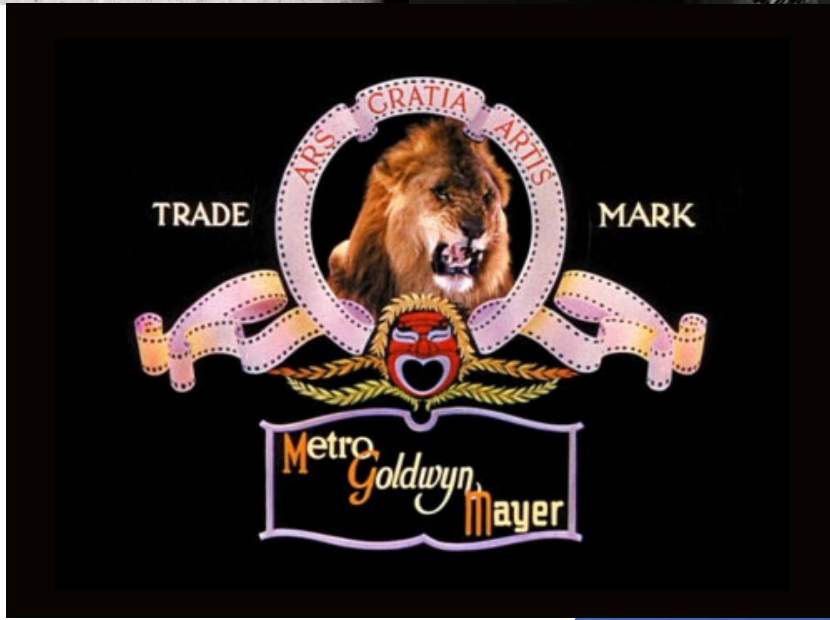
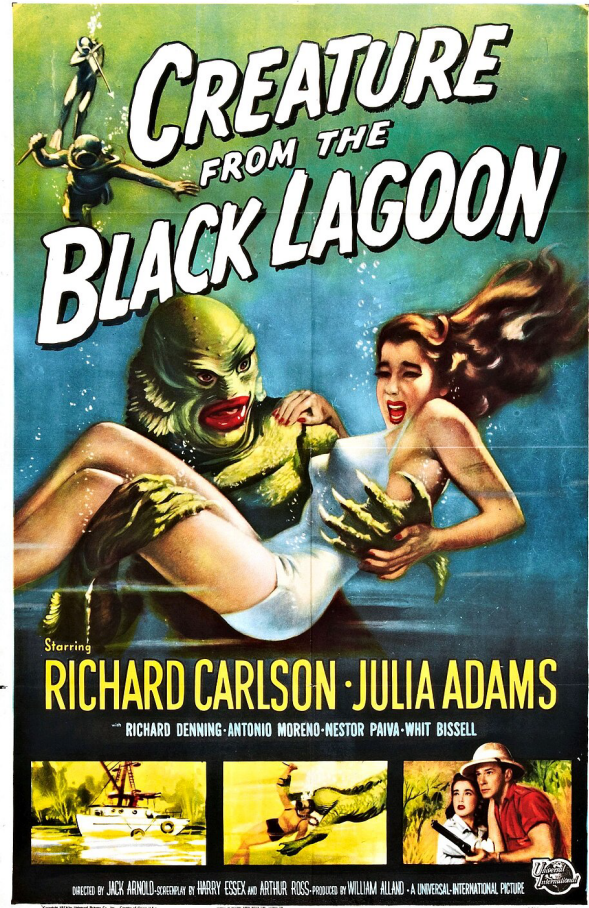
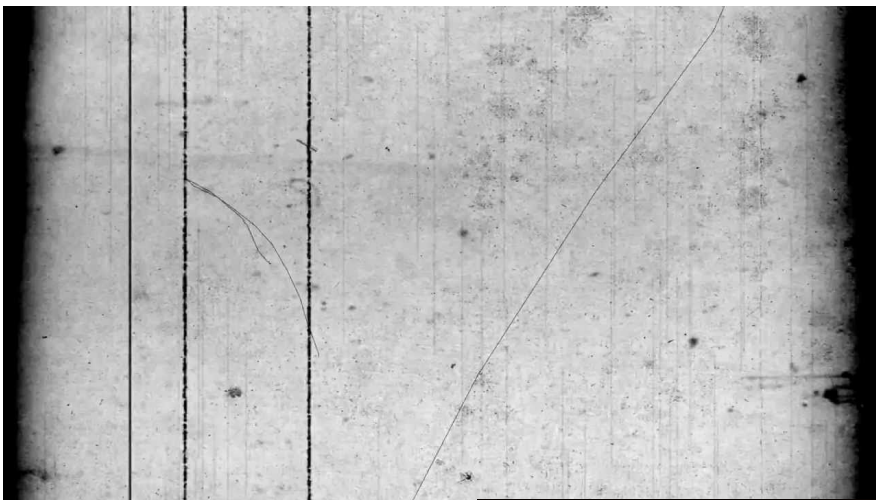
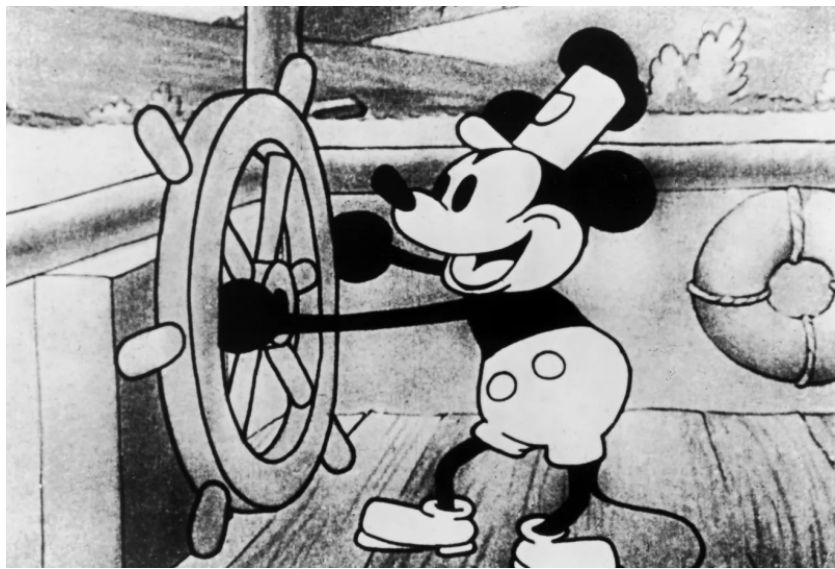
What should the design communicate?

The design should evoke nostalgia and the timeless charm of classic cinema while remaining fun, visually engaging, and educational.

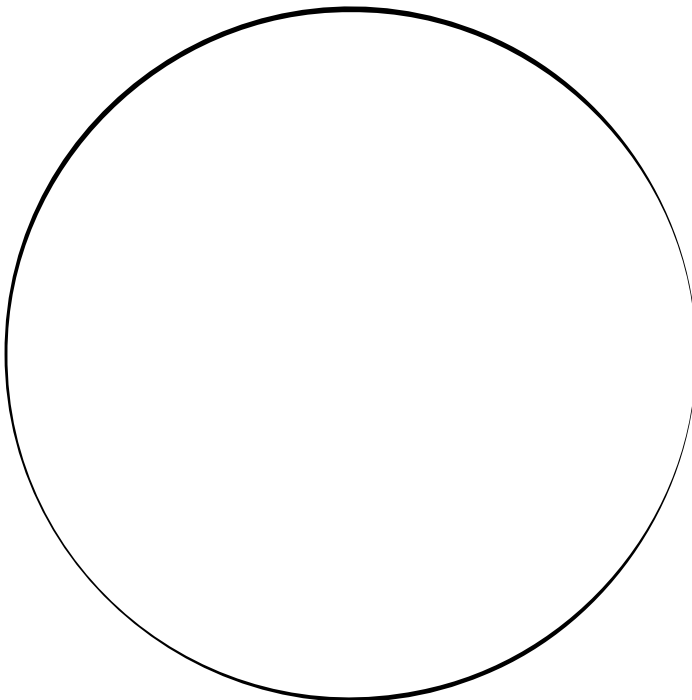
How will the design support the museum concept?

It will visually express the ideals of classic film—storytelling, creativity, and historical craftsmanship—reinforcing the museum’s mission to preserve and celebrate film history.

MOODBOARD - COLOR PALLETTE

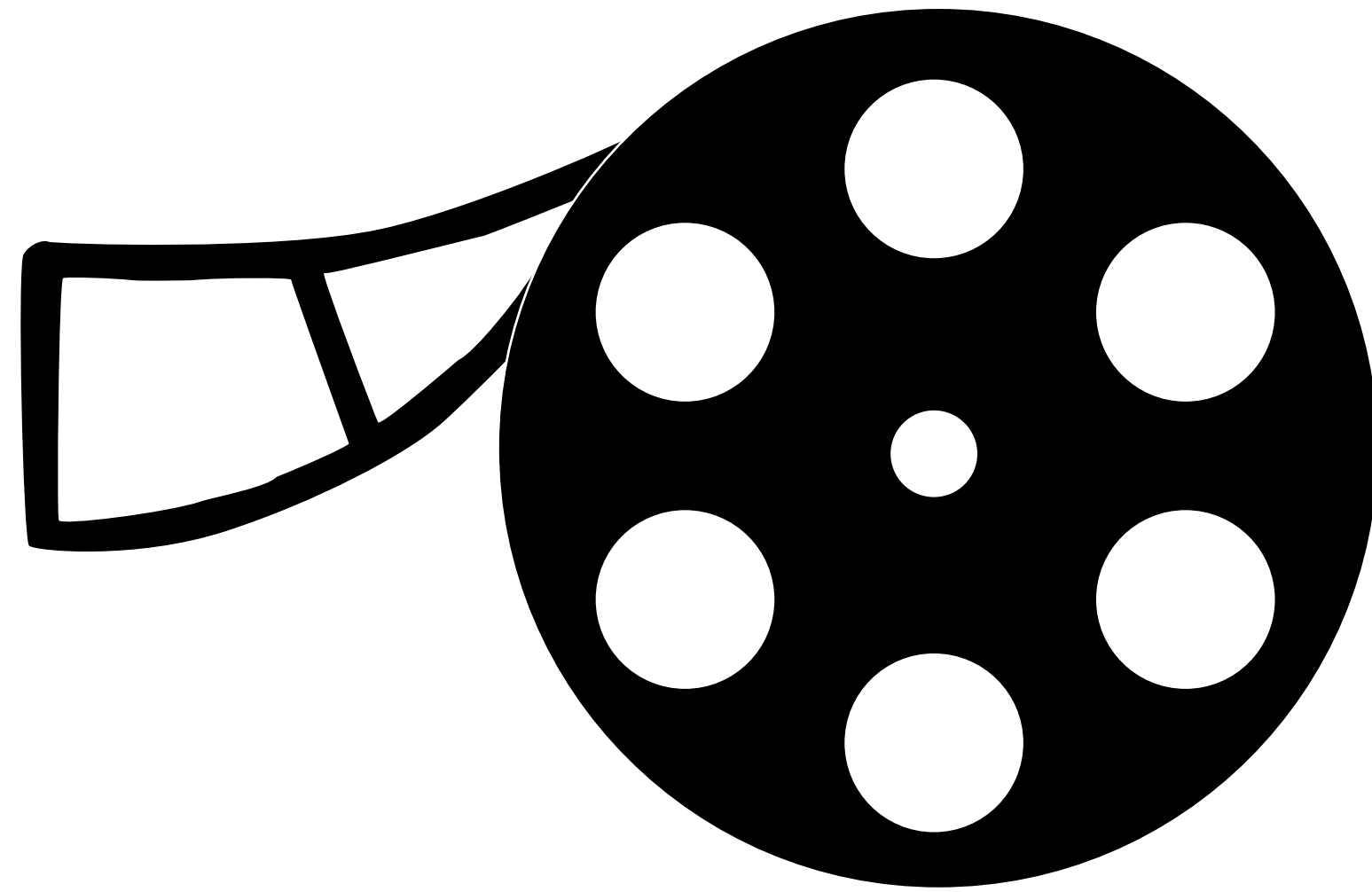


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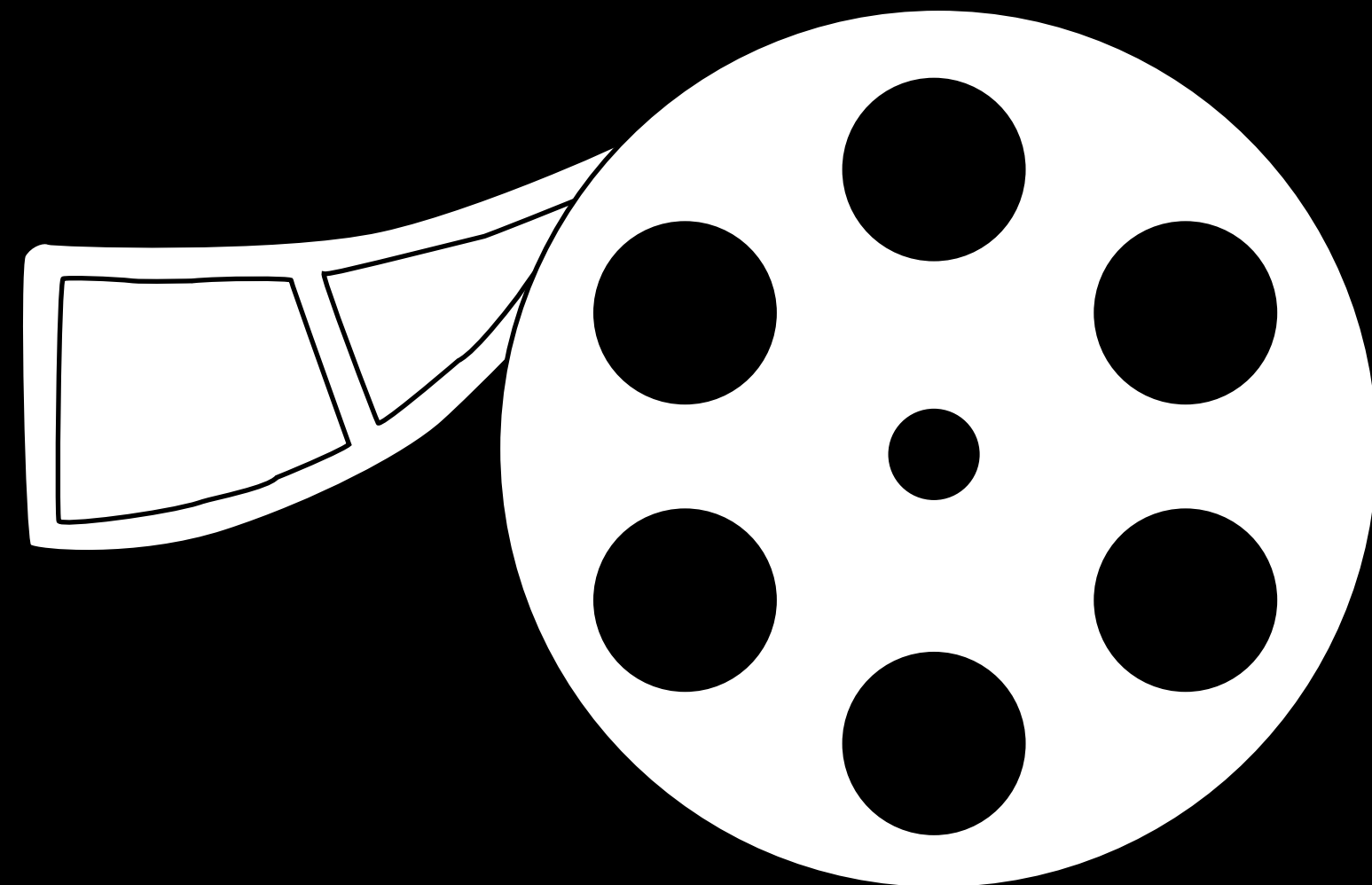


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BRAND LOGO



**Reel
Classic
Museum**



**Reel
Classic
Museum**

LOGO FONT

-Amaranth: Bold, Regular

REEL CLASSIC MUSEUM

REEL CLASSIC MUSEUM

-BRICOLOAGE GROTESUE: BOLD

TAGLINE

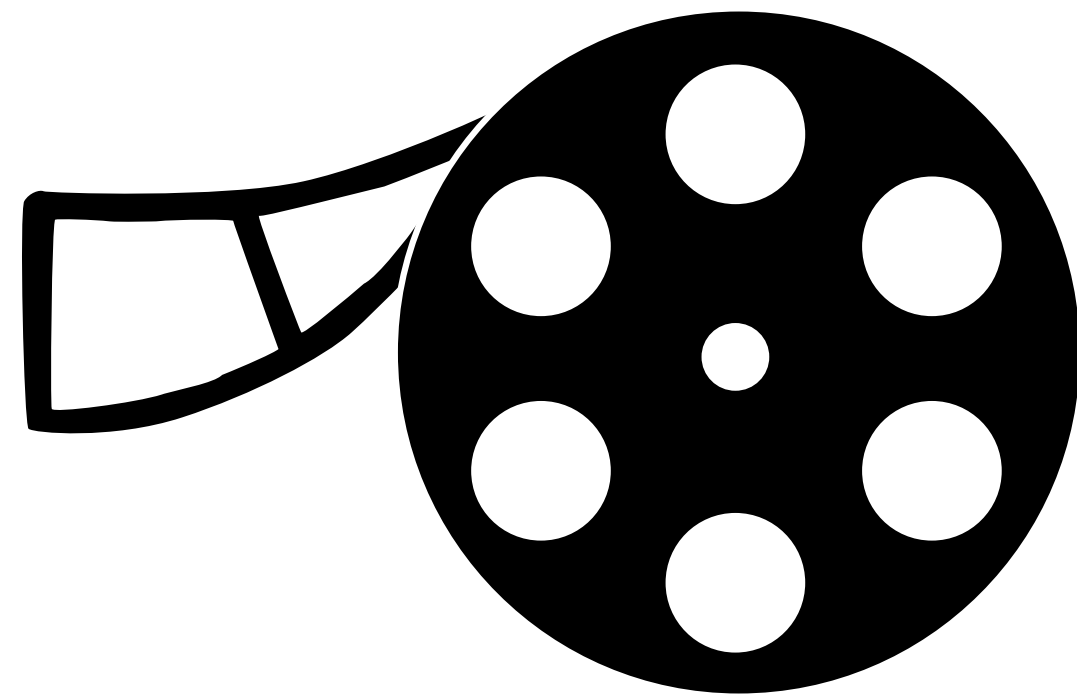
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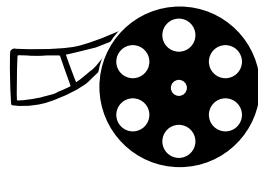
BUSINESS CARD



**Reel
Classic
Museum**

Reel Classic Museum
Manhattan, NY
<https://ReelClassicMuseum.com>
1-212-318-1930

LETTERHEAD



Reel
Classic
Museum

203-881-9607
www.ReelClassicMuseum.com
123 6th Ave Manhattan,
NY, 10103

TO

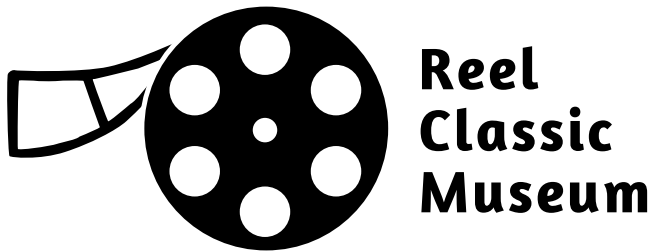
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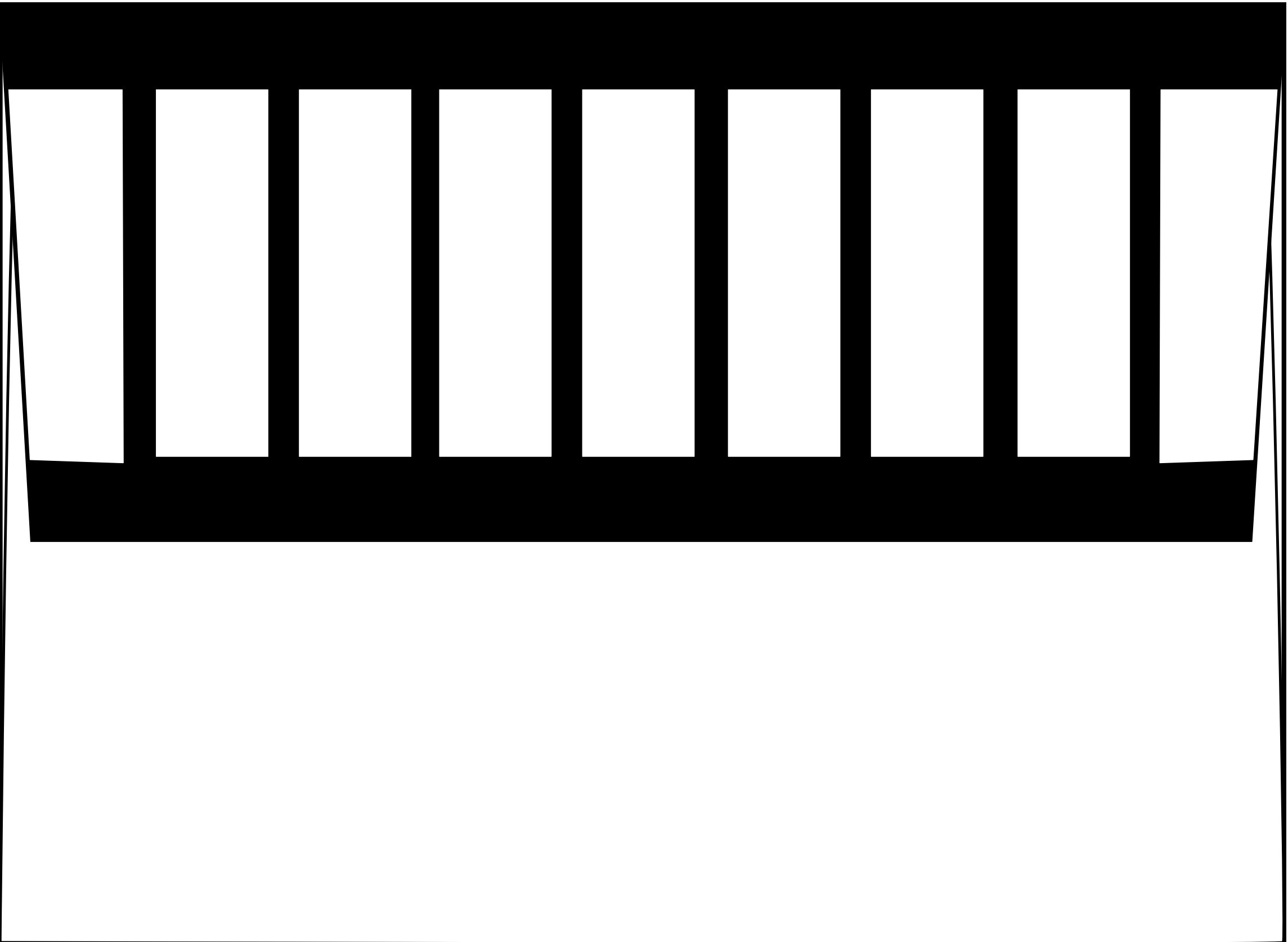
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ENVELOPE



123 6th Ave Manhattan, NY, 10103 | 203-881-9607 | www.ReelClassicMuseum.com

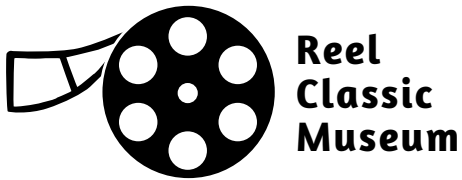




THE PAST
IN
MOTION.

THE
FUTURE
INSPIRED.

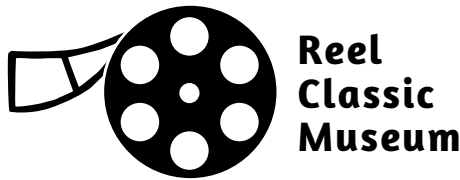
The Reel Classic Museum celebrates the creativity and innovation of cinema's golden age, showcasing iconic works across comedy, horror, adventure, and mystery. Through immersive exhibits, hands-on activities, and educational programs, visitors discover how early filmmakers shaped modern storytelling. Blending nostalgia with interactivity, the museum invites all ages to rediscover classic film and be inspired by its legacy.



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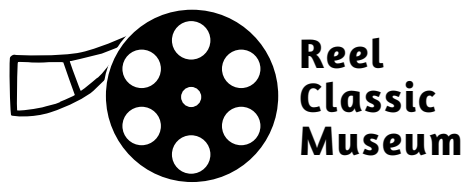




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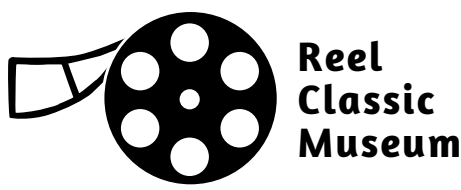
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BROCHURE COVER

Timeless Stories Endless Inspiration



Classic Films •
Cameras • Techniques

Timeless Stories Endless Inspiration



Classic Films • Cameras • Techniques



BROCHURE INSIDE

Visitors explore genre-themed galleries revealing how classic films continue inspiring today's directors and storytellers.

Hand Drawned Poster of classic movies that are stunning

Mysterious Island - 1961



The Three Stooges

H.G. Wells Time Machine 1960
Poster Design by Reynold Brown

The Past in Motion. The Future Inspired.

The Reel Classic Museum offers an immersive journey into the golden age of cinema, showcasing iconic films, rare props, vintage cameras, and the groundbreaking techniques that shaped early storytelling. Visitors can explore genre-based exhibits, view restored archival footage, and step into recreated sets that bring classic moments to life. With hands-on activities, behind-the-scenes demonstrations, and engaging educational programs, the museum highlights how pioneering filmmakers transformed simple tools into unforgettable cinematic experiences. Perfect for families, students, and film lovers, it provides a deeper understanding of movie history and the creative innovations that still influence the industry today.

Museum Times
Monday - Friday 10 AM - 5 PM
Saturday - Sunday 10 AM - 8 PM

123 6th Ave Manhattan, NY, 10103
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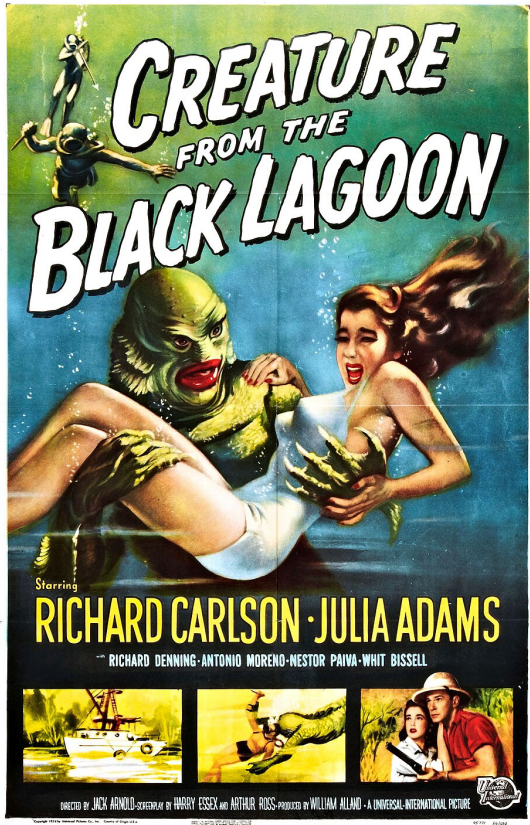
OUTDOOR BANNER



CREATURE OF THE BLACK LAGOON



The Creature of the Black Lagoon is a 1954 horror film. It is directed by Jack Arnold. The cast is Richard Carlson, Julia Adams, Richard Denning, Antonio Moreno, Nestor Paiva, Whit Bissell, Ben Chapman, and Ricou Browning. Universal Pictures is the studio that produce this film. The movie is about a group of scientests discover a fossil of a unknown being, the curisty to find the rest of the fossil and its secrets. They travel to the Amazon for a scientific expedition, until they met with the Gil-Man.



PROMOTONAL MATERIALS



SOCIAL MEDIA

