

Museum of Drinks

Museum of Drinks aims to represent all kinds of drinks. It helps people of any age and type pick their special drink while exploring interesting drinks & designs learning new recipes & histories. It's an experimental and interactive museum and it allows the visitors to view and also test products to find their favorite.

It acts as a match making museum where the ones who do not know what drink is their drink learn and test drinks to decide which is the one.

CORE CONCEPT

Timeless
Experimental
Sweet x Sour
Tasty
Textured
Homemade
Aged x Fresh

TARGET AUDIENCE

The museum is for the ones that enjoy drinking. Ages from 7-70, anyone can enjoy drinks whether alcoholic or non alcoholic. It will speak to the ones that want to explore different kind of drinks and mixtures and widen their knowledge of what they are drinking and also many more drinks around the world while looking at designs.

NAME CANDIDATES

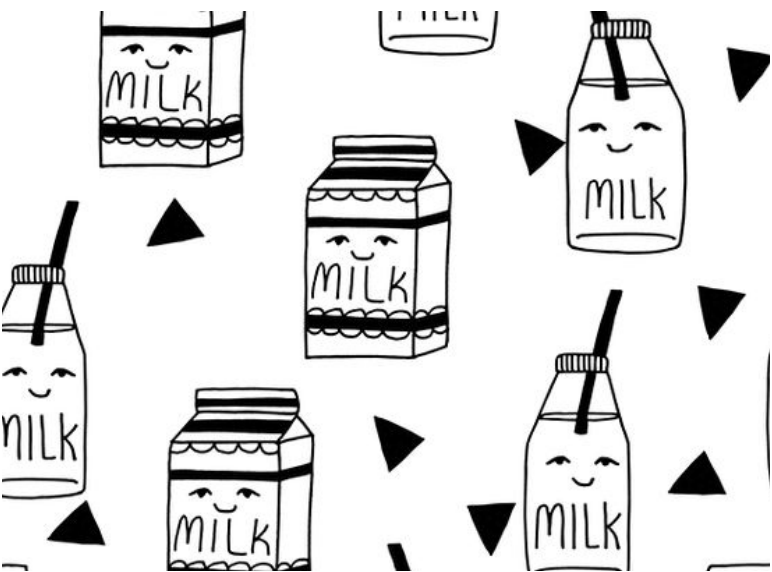
Museum of Drinks

MoD

Find Your Drink Museum

What's Your Drink Museum

(WYDM)





MUSEUM
of DRINKS

MODRINKS



Museum of Drinks - 2018



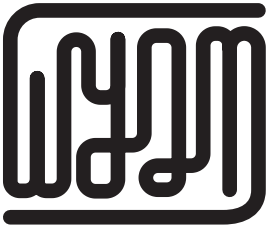
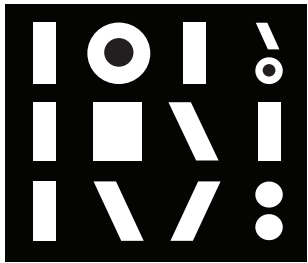
M₀DRINKS

MODRINKS

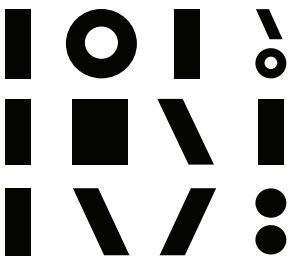


M₀DRINKS

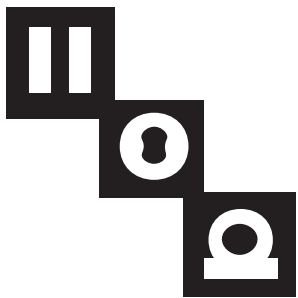
MODRINKS



Mo
DRINKS



Mo
DR
N
KS



Museum of Drinks



Museum of Drinks



CLEAR SPACE

The space around the logo measures same as the width of the second character of the logo.

Name of the museum is centered under the primary logo, the space between the name and the logo is the same height as cap height of “Museum of Drinks”.



OTHER LOGO USES

The primary logo can be either color from the palette but can’t be miss matched. The logo can be used with or without the museum name. If it is used without the museum name, the name has to be presented somewhere else in the design.

The secondary logo and shapes are used in posters and some web design. The colors of the letters can be miss matched only on secondary logos.

PRIMARY LOGO



SECONDARY LOGO



COLOR PALETTE



C:60 M:25 Y:65 K:5
R:110 G:155 B:110



C:7 M:20 Y:95 K:0
R:240 G:200 B:30



C:0 M:60 Y:60 K:0
R:240 G:130 B:110



C:82 M:52 Y:14 K:1
R:56 G:114 B:165



Museum of Drinks

HEADER
NOTO SERIF BOLD
30pt - 40 tracking

Museum of Drinks aims to represent all kinds of drinks.

SMALL INFO
NOTO SERIF ITALIC
10pt - 10.8 leading

BODY
KARLA REGULAR
10pt - 10 tracking
13 leading

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This museum is for the ones that enjoy drinking and the joy and history drinks bring. Ages from 7-70, anyone can enjoy drinks whether alcoholic or non alcoholic. This museum will speak to the ones that want to explore more of different kind of drinks and mixtures and widen their knowledge of what they are drinking and also many more drinks around the world.

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www.mod.com

DATES & WEBSITE
AKKURAT MONO
9pt

PRIMARY TYPE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Serif - Bold

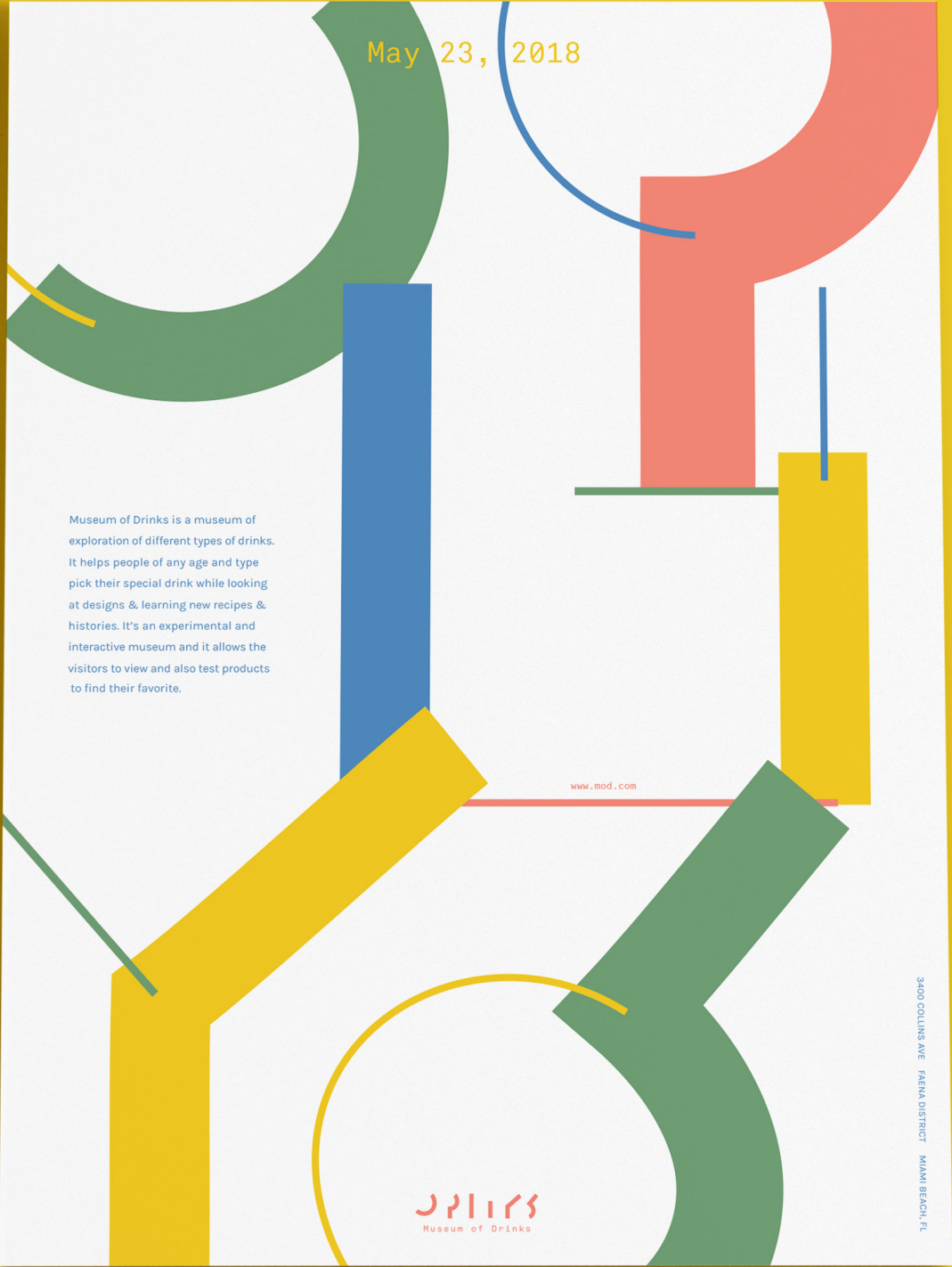
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

KARLA - Regular

SECONDARY TYPE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

AKKURAT - Mono



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www.mod.com

سازمان
Museum of Drinks

Museum of
Milk



Museum of
OJ



Museum of
Vodka



Museum of
Smoothie



Museum of
Martini



Museum of
Tea



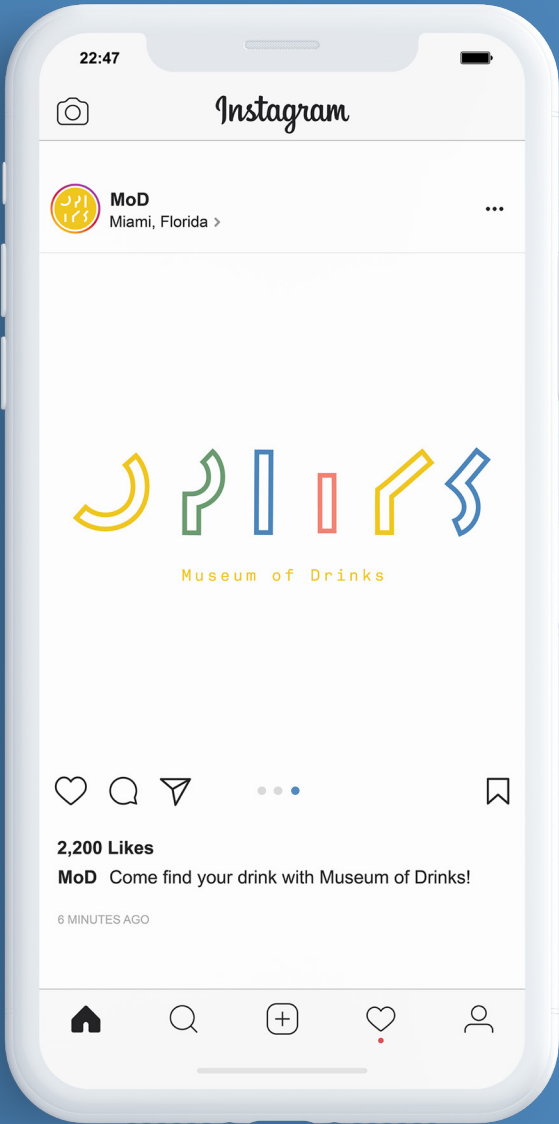
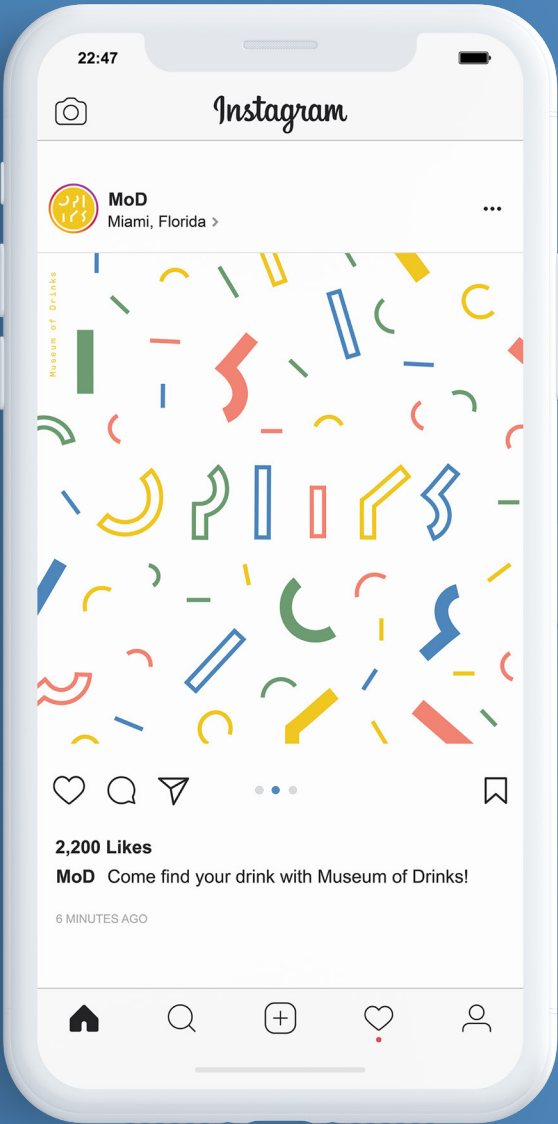
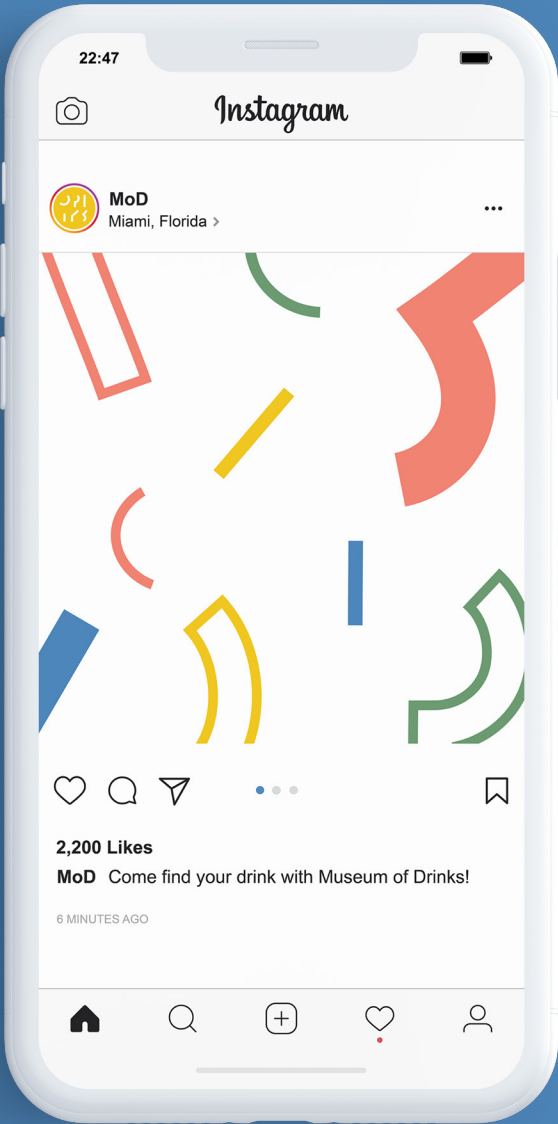


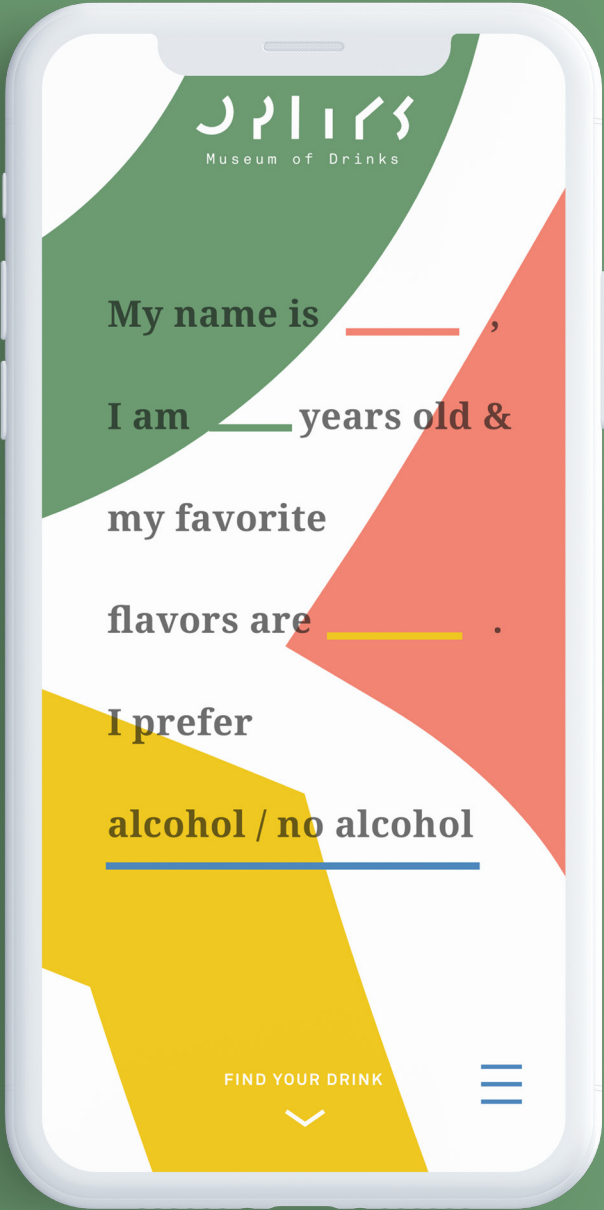
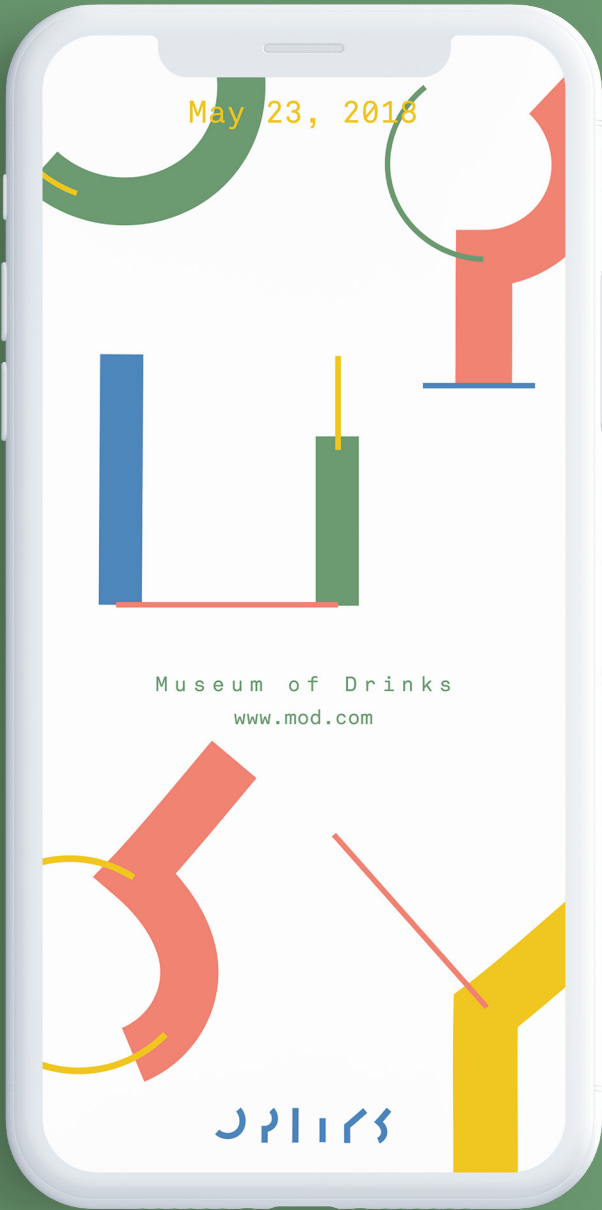


May 23, 2018

3400 COLLINS AVE FAENA DISTRICT MIAMI BEACH, FL

MUSEUM OF DRINKS
Museum of Drinks









UPLIVE
May 23, 2018

www.mod.com

Museum of Drinks

Museum of Drinks is a museum of exploration of different types of drinks. It helps people of any age and type pick their special drink while looking at designs & learning new recipes & histories. It's an experimental and interactive museum and it allows the visitors to view and also test products to find their favorite.

The background features several abstract geometric shapes in four colors: red, yellow, blue, and green. These shapes include straight lines, arcs, and partial polygons, scattered around the central text. For example, there's a red L-shaped line at the top left, a yellow diagonal line at the top center, a large red curved shape at the top right, a green arc on the left, a blue diagonal line at the bottom left, a yellow U-shaped line at the bottom center, a blue diagonal line at the bottom right, and a green complex shape at the bottom right.

thank you!