

BRAND GUIDELINES



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MUŻA is the new national museum of art in Malta and flagship project for Valletta 2018 capital of culture title. The chosen name also stands for the project's vision and the key values which it enshrines. MUŻA is an acronym for Mużew Nazzjonali tal-Arti (Maltese for National Museum of Art). It also refers to the muses; the mythological figures from classical antiquity inspiring creativity and, to all intents and purposes, the etymology of the word 'museum'. MUŻA is also the Maltese word for inspiration.

MUŻA is the new National Museum of Art in Malta and Heritage Malta's flagship projects for Valletta's capital city of culture title in 2018. It represents a significant development in the history of museums in Malta as a new museum typology in line with the latest developments in Europe and elsewhere. It shall promote greater participation by the community through a story-based narrative of display and related objects and empower a broader range of access tools to experience heritage and culture.

The chosen project name, MUŻA, also stands for the project vision. The word is an acronym which stands for MUŻEW Nazzjonali tal-Arti which is the Maltese name of the current National Museum of Fine Arts. It also refers to the muses; the mythological figures from classical antiquity inspiring creativity and, in effect, the etymological source of the word museum. MUŻA is also the Maltese word for inspiration.

MUŻA strives to recognise the history of the collection of the Malta National Museum of Fine Art, and the values which have shaped it over time. The current national museum was established as a section within a bigger Malta museum in 1924 and as a national museum proper in 1974. The values which have shaped this museum as it grew from a section into a museum proper are but the foundation stones of the MUŻA project that will rethink the collection into a source of inspiration to the Maltese community and beyond. Looking back at how the muses inspired creativity, the project shall keep questioning the relevance of museums in this day and age and how these have to remain dynamic and vibrant institutions owned by the community.

MUŻA is located at Auberge d'Italie; a historic site in the World Heritage Site of Valletta, Malta's Capital city, where the first Malta Museum was established in 1924. The site falls within the footprint of the Renzo Piano City Gate Project which includes an open air theatre and a centre for creativity. The building was the seat of the Italian knights of the Order of St John. In 1920s this building was also chosen as the seat of the Malta Museum where the national collection, including what was then known as the fine arts section, remained on display until World War II.

Each value stands for a specific objective with a corresponding tangible and measurable course of action to pursue. MUŽA is not an entirely new museum institution. The historic collection which it seeks to present, brought together as from the 1920s, stands for a distinct narrative inspired by the social and political context of the time, albeit of traditional art-historical significance.

This is undoubtedly an art collection with a past that has to be acknowledged. Rethinking a traditional Italianate narrative of art history, which the collection historically stands for, into a broader narrative of themes, related objects and art works requires sensitivity and a clear understanding of the collection's constituent elements, history and identity. Indeed, rethinking a traditional art museum narrative, based on regional schools and masterpieces, goes beyond display, outreach and interpretation. It concerns the very definition of what a museum stands for and its relevance and significance to contemporary society. Rethinking the art museum model compares to the study of the etymological source and roots of words in literature studies in order to determine meaning and significance.

Muses is the etymological root of the word museum and like the museum institution, the 'muses' have come to mean different things over time. A clear understanding of these various permutations over time can help us revisit the museum model, pin down the core values of the art museum institution and develop new ways and means how these can be fostered, communicated and celebrated. It is thanks to this cyclical process that the art museum institution can acknowledge collections as resources, particularly relevant to their communities. In this way MUŽA can be acknowledged as a place where the community can be inspired and a resource in constant renewal.

THE LOGO

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Logo Construction





Monochrome logos

By default the Muža logo is represented in monochrome. In some cases however especially on social media and in communication material it is allowed to pick a colour for the background from the palette provided. (see page...)

Muža is a dynamic brand, just like art and colour forms an integral part of the fabric.



What to Avoid

Never distort the logo by stretching or squashing, or adding to it, or cropping it in any way.



The logo must be clearly visible. Avoid reversed logo on pale colours or a busy background.

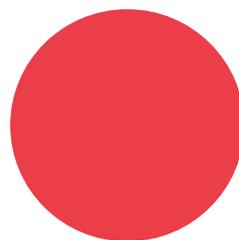
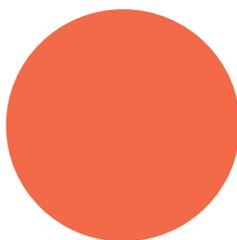
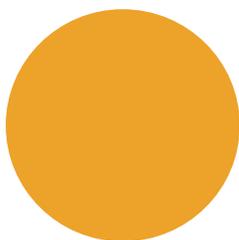
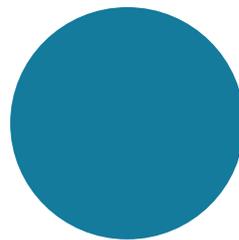
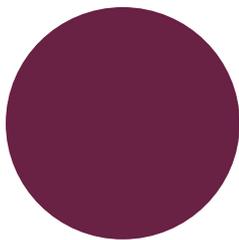
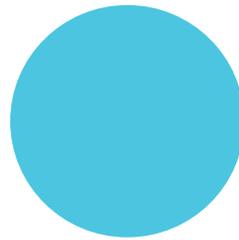
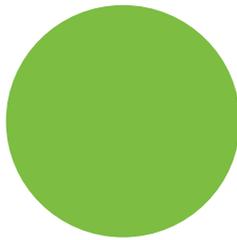
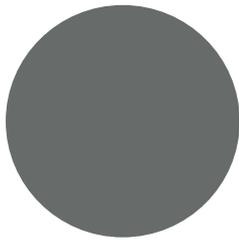


Never change the orientation of the logo, change its ratios or its typeface.



Colour Palette

Pick a colour. Contrast is important, use a white logo on color backgrounds.



TYPOGRAPHY

/ Typefaces



SANS SERIF

Radikal sans serif typeface for use in advertising material.

This typeface provides Maltese characters.

Radikal is available to use in different font weights:

- Bold Condensed
- Bold Condensed Italic
- Regular
- Italic
- Medium
- Medium Italic
- Semibold
- Semibold Italic
- Bold
- Bold Italic
- Ultra Thin
- Ultra Thin Italic
- Thin
- Thin Italic
- Light
- Light Italic
- Black
- Black Italic

RADIKAL

abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLMO
NQRSTUVWXYZ

0123456789

SERIF

Vollkorn serif typeface for use in advertising material or communication posters.

This typeface provides Maltese characters.

Vollkorn is available to use in different font weights:

- Regular
- Italic
- Medium
- Medium Italic
- Semibold
- Semibold Italic
- Bold
- Bold Italic

VOLLKORN

abcdefghijklmo

nqrstuvwxyz

ABCDEFGHIJKLMO

NQRSTUVWXYZ

OI23456789

