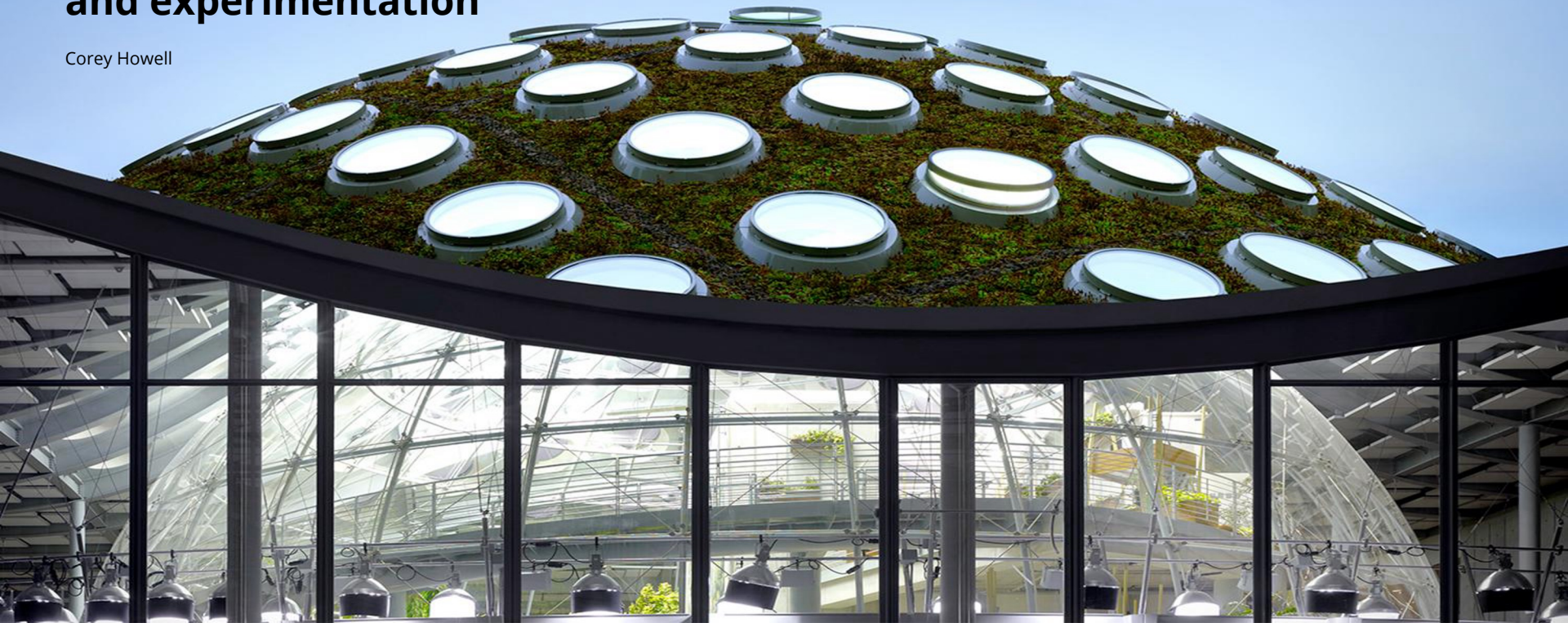


CASE STUDY:

Flexible branding for a speculative technology museum balancing preservation and experimentation

Corey Howell



Situation

The Zentrum für kreativ Technologien (ZkT), a speculative creative technology museum in Stuttgart, Germany, needed a complete visual identity and environmental design system before its opening.

The institution preserves technological heritage in Renzo Piano's biodome architecture, requiring branding that balanced experimental innovation with preservation mission while reflecting the natural surroundings.



Task

Develop a comprehensive brand system that would establish ZkT as a credible cultural institution while embracing its experimental nature.

Key deliverables included:

- **Visual Identity:** Create a flexible logo and brand system that honored Renzo Piano's biodome architecture while communicating the museum's mission of preserving technological heritage
- **Environmental Design:** Design intuitive wayfinding and organizational systems that would guide visitors through diverse exhibitions and technological artifacts
- **Marketing Strategy:** Develop a first-year activation campaign using creative coding that would demonstrate the museum's technological focus



ZkT



Parkplatz



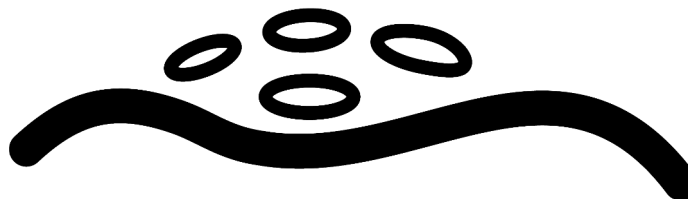
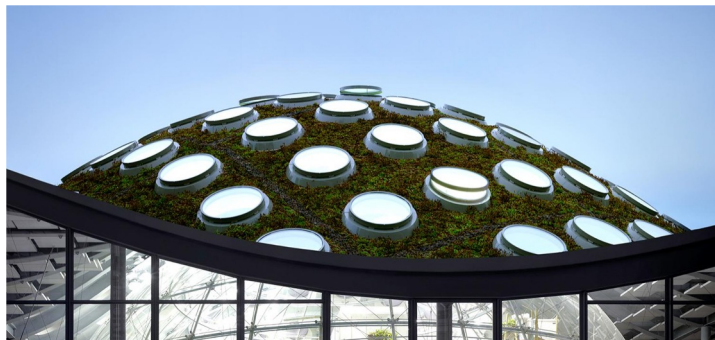
Laderampe

Action

Logo Development

I began by extensively studying Renzo Piano's biodome structure, conducting multiple sketch sessions to abstract its most compelling formal elements. Through iterative feedback rounds, I refined the concept to a simplified geometric form with strategically reduced porthole windows—creating a mark that felt both architectural and symbolic of preservation.

For the Mutterschaft store, I developed a complementary identity that maintained narrative consistency while allowing for creative expression in retail contexts



Logo Development

Stylized geo-dome shape inspired by main building.



Vector



Dark Granite



Logo Development

Based on a RAM stick, stretched and rounded to include elements of extraterrestrial mothership



Vector

Brushed metal

Photo: Nam June Paik "Untitled - 1990"



Color System & Flexibility

Developed a sophisticated color palette that simultaneously referenced the museum's natural German hill setting and analog telecommunications equipment—reinforcing both environmental context and technological heritage. Rather than rigid brand guidelines, I created a flexible framework with defined constraints that could accommodate experimental applications while maintaining consistency.



Rose Bonbon

HSB 332, 71, 100
HEX FF499E
RGB 255,73,158
CMYK 0 71 38 0



Blue Crayola

HSB 224, 69, 100
HEX 4E7DFF
RGB 78,125,255
CMYK 69 51 0 0



Shamrock Green

HSB 146 52 56
HEX 4C9F70
RGB 76 159 112
CMYK 52 0 30 38



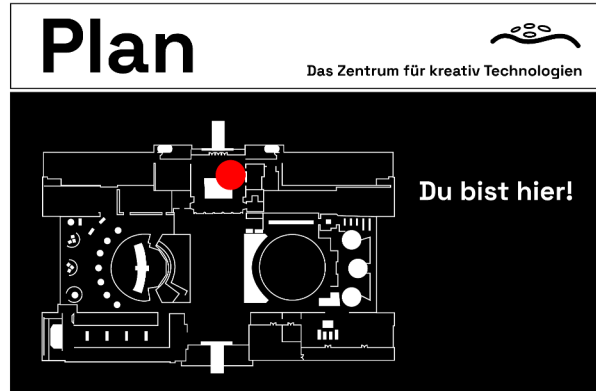
Raisin Black

HSB 300, 13, 3
HEX 080708
RGB 8, 7, 8
CMYK 0 12 0 97



Wayfinding

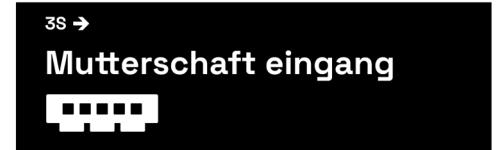
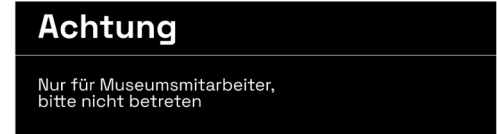
Created comprehensive wayfinding systems that guided visitors through the complex biodome structure while maintaining the brand's experimental aesthetic. This included signage, maps, and organizational systems that balanced functionality with artistic expression.



Map

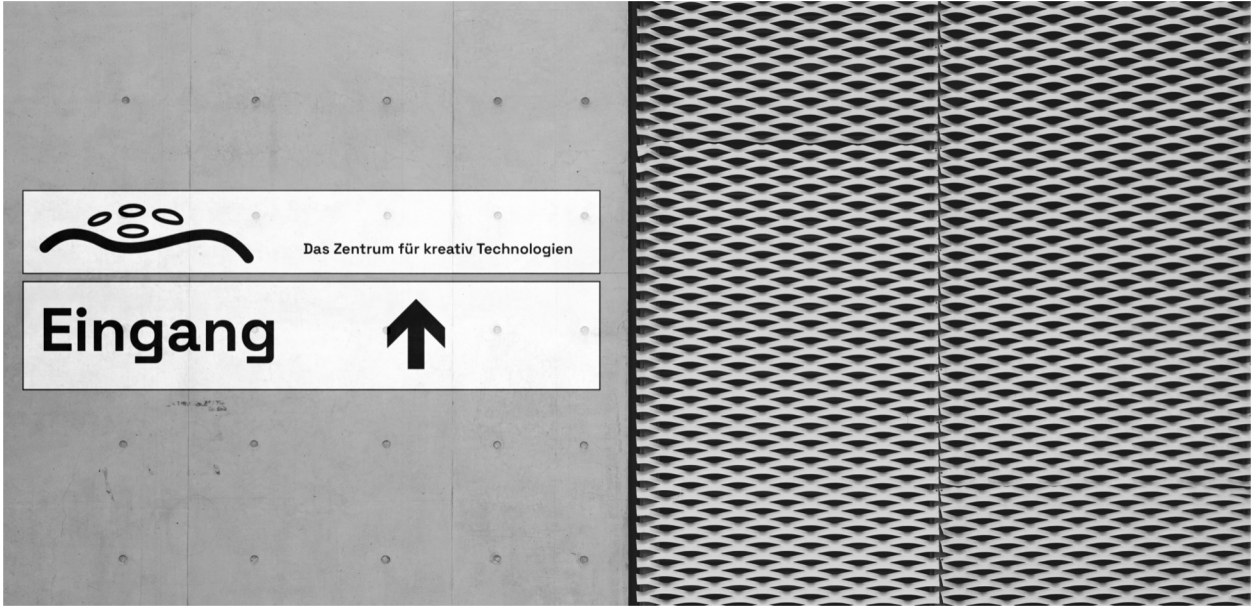


Outdoor navigation



Indoor wayfinding

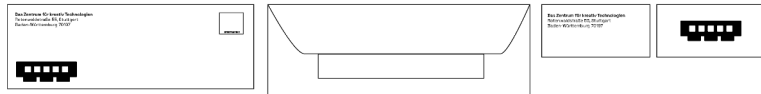
Wayfinding



Internal

The interior office retained an open studio theme, including natural materials, prioritizing the use of sunlight.





Supporting materials for the internal design practice were designed too, such as A4 stationery.

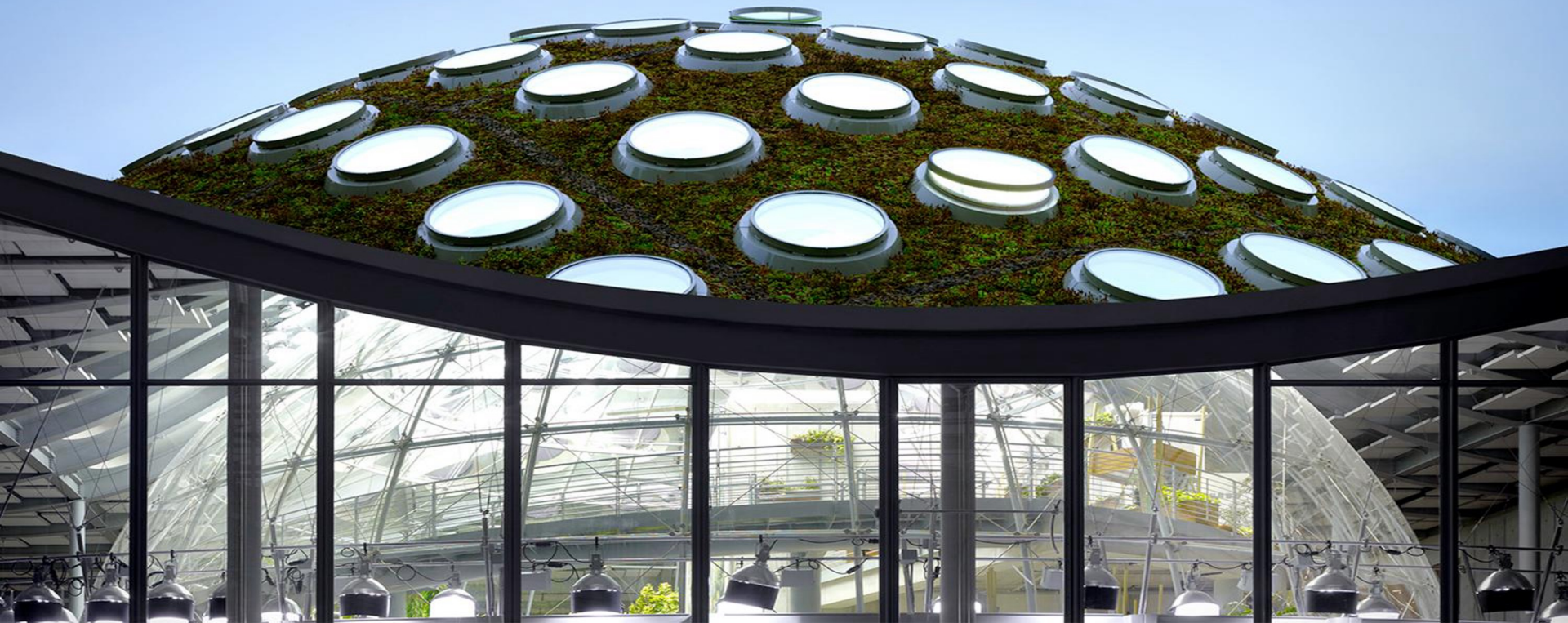
Result

The project successfully established ZkT as a distinctive cultural institution with immediate brand recognition. The biodome-inspired logo became an instantly recognizable symbol that effectively communicated the museum's unique position as both preservation vault and innovation laboratory.



Outdoor entrance

Thanks for reading!





Hey, Corey here.

This case study shows my design process and creative work, which is all my intellectual property. It's here for you to check out my skills, not to copy or share around. The client details and design solutions are confidential, so please respect that and don't use any of this stuff without asking me first. Thanks!

→ coreyhowell.com