



## FINE ARTS MUSEUMS OF SAN FRANCISCO (FAMSF): PEOPLE CONNECTED TO ART

### A new brand for a new museum

The Fine Arts Museums of San Francisco (FAMSF) is the San Francisco organization which manages its two public museums, the MH de Young Memorial Museum and the Palace of the Legion of Honor. The de Young museum was a major site for significant art exhibitions on the west coast of the United States until it was severely damaged by an earthquake in 1989. This led to the design of a new museum by architects Herzog & de Meuron. In the spring of 2001 Wolff Olins was approached about developing a brand for the museum, due to open in 2005.

### Simple and less intimidating

After considering the initial request, Wolff Olins realized that it would be equally important to clearly identify and articulate the brands for the Palace of the Legion of Honor and the Fine Arts Museums of San Francisco. We concluded that the core mission of the Fine Arts Museums of San Francisco is to represent the city's world art collection and to reach out to the widest possible range of people to experience it. Put simply: FAMSF exists to connect people to art. To convey a less intimidating image, Wolff Olins suggested that the museums simplify their names to 'de Young' and 'Legion of Honor.'

### Linking it all together

The result of the Wolff Olins program is a clear understanding of what each of the three entities, FAMSF, the de Young and the Legion of Honor stand for and how they are linked. Wolff Olins has provided clear and evocative brands for the two museums, which encourage participation, understanding and enthusiasm. Currently, Wolff Olins is engaged in implementing the brand throughout the FAMSF community, and discussing further ways to bring the brand to life in these 21st century museums.

Wolff Olins

+44 20 7713 7733

+1 212 505 7337

+9 7144 01 9581

[www.wolffolins.com](http://www.wolffolins.com)

© 2009 Wolff Olins Limited. All rights reserved.