



# CENTRAL BANK MUSEUM



The Central Bank Museum logo is built around a few basic premises...

## Simplicity

The San-Serif font exemplifies this with letterforms that are highly geometric.

## Balance

The lines and curves of the letterforms are symmetrical in nature. This principle is further extended to the "M Canvas" Glyph that is anchored to the left in it's horizontal configuration and to the bottom in it's vertical configuration.

## Continuity

The "M Canvas" glyph, which takes the silhouetted outline of the financial towers in perspective, not only serves as an anchor to the unit but as a voice to establish and reinforce thoughts and ideas directed to the general public and targeted audiences alike...





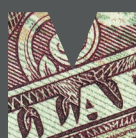
CENTRAL BANK  
MUSEUM

Global



CENTRAL BANK  
MUSEUM

Outreach



CENTRAL BANK  
MUSEUM

Money



CENTRAL BANK  
MUSEUM

Art



CENTRAL BANK  
MUSEUM

Legacy