

# Brand Logos

*Write on the back of your logo:*

*Now:*

- 1) What it represents to you*
- 2) Why it works in the marketplace*

*After presentation:*

- 3) Does it represent a regenerative culture? Why or why not?*
- 4) Is this a brand your museum would collaborate with, receive donations from, or make a sponsor?*

*BRANDING AND  
MARKETING FOR*

# regeneration

*A PRESENTATION BY DEBORAH ZISKA, ICOM MPR*



“brand”



I

*HOW YOUR MUSEUM IS PERCEIVED*

II

*EXPRESSED THROUGH CLEAR,  
TRUSTED, AND UNIQUE OFFERINGS*

III

*PEOPLE ARE EMOTIONAL, INTUITIVE  
BEINGS AND MAKE DECISIONS  
LARGELY BASED ON GUT FEELINGS*

IV

*BE DIFFERENT*

V

*KEEP IT SIMPLE*

# “core values”



I

*A FOCUSED SET OF GUIDING PRINCIPLES*

II

*USE IN CRITICAL DECISIONS AS AN ACTIVE TOOL FOR ALL DECISIONMAKING*

III

*GUARDRAILS FOR EVERYONE*

IV

*ADDRESS AN ORGANIZATION'S HIGHEST ASPIRATIONS*

V

*WELL DEFINED, EASY TO UNDERSTAND, AND READY TO USE BY EVERYONE INVOLVED IN THE MUSEUM*

## ABOUT US

LOCATED IN THE HEART OF SAN FRANCISCO, THE MUSEUM IS HOME TO ONE OF THE WORLD'S FINEST COLLECTIONS OF ASIAN ART, BOASTING MORE THAN 18,000 AWE-INSPIRING ARTWORKS RANGING FROM ANCIENT JADES AND CERAMICS TO CONTEMPORARY VIDEO INSTALLATIONS. DYNAMIC SPECIAL EXHIBITIONS, CULTURAL CELEBRATIONS AND PUBLIC PROGRAMS FOR ALL AGES **PROVIDE RICH ART EXPERIENCES THAT UNLOCK THE PAST AND SPARK QUESTIONS ABOUT THE FUTURE.**

## OUR VISION

**WHERE EXPERIENCES OF ASIAN AND ASIAN AMERICAN ART AND CULTURES INSPIRE AND CONNECT US ALL.**

## OUR MISSION

THE ASIAN ART MUSEUM CELEBRATES, PRESERVES, AND PROMOTES ASIAN AND ASIAN AMERICAN ART AND CULTURES FOR LOCAL AND GLOBAL AUDIENCES. **WE PROVIDE A DYNAMIC FORUM FOR EXCHANGING IDEAS, INVITING COLLABORATION, AND FUELING IMAGINATION TO DEEPEN UNDERSTANDING AND EMPATHY AMONG PEOPLE OF ALL BACKGROUNDS.**

## OUR VALUES

THE ASIAN ART MUSEUM OF SAN FRANCISCO STRIVES TO BE **RESPECTFUL, ENGAGING, INSPIRATIONAL, NIMBLE AND ACCESSIBLE.**

*OUR BRAND PROMISE:  
AWAKEN THE PAST, INSPIRE THE NEXT.*



Asian Art  
Museum  
Creative  
Services

**Brand Guidelines**

- Exhibitions
- Development
- Invitations
- Membership
- Marketing Campaigns
- Education & Programs
- Facilities
- Human Resources
- Guest Experience
- General Museum
- Publications
- The Asian Magazine
- Digital
- Retail
- Staff
- Contact

## BRAND GUIDELINES

These guidelines are the story and the rules of our brand. Consider these guidelines a tool to help make the right choices when creating communications — what to do and what not to do with design, words, images and photography.

We need to preserve the unity of the Asian Art Museum brand and ensure consistency across our communications. Our goal with these guidelines are to provide the freedom to create for specific needs without compromising the integrity and solidarity of the single Asian Art Museum brand.

The Asian Art Museum brand is more than a logo or a name. The brand expresses our personality and purpose and is our very essence.

Our brand promise:  
Awaken the past, inspire the next.

For your use please download the following guidelines:

- Brand Guidelines**
- Brand Voice Guide**
- Copy Style Guide**
- Ecommerce Style Guide**
- Publications Style Guide**
- Reina Illustration Usage Guide**

“ brand development  
and guidelines ”

[asianartmuseum.myportfolio.com/brand-guidelines](http://asianartmuseum.myportfolio.com/brand-guidelines)



# DIRECTOR AND CEO

## ART & PROGRAM

- Curatorial
- Education & Public Programs
- Interpretation
- Research Center
- Library
- Conservation
- Registration
- Preparation
- Image Services
- Publications

## AUDIENCE & BUSINESS DEVELOPMENT

- Marketing & Brand
- Public Relations
- Digital
- Creative Services
- Community Engagement
- Visitor Services
- Museum Store Café

## DEVELOPMENT

- Individuals
- Government
- Corporate
- Foundations
- Legacy Giving
- Special Events
- Facility Rentals

## FINANCE AND OPERATIONS

- Finance
- IT
- Facilities & Operations
- Security
- Engineering

## HUMAN RESOURCES

- Human Resources
- Volunteer Management

# “marketing”



- I** *BUILDS BRAND AWARENESS AND REPUTATION*
- II** *COMMUNICATIONS IS ESSENTIAL TO MARKETING*
- III** *DRIVES ATTENDANCE, SALES, REVENUE*
- IV** *HELPS PEOPLE SEE VALUE OF A MUSEUM IN THEIR LIFE WITH THE GOAL OF MOTIVATING ACTION AND ADVOCACY*
- V** *EMBEDDED IN MUSEUM'S STRATEGIC PLAN, IT CONTRIBUTES TO **SUSTAINABILITY** AND THE CONTINUATION OF THE MUSEUM'S MISSION*



# “brand”

the mortar that holds the bricks together, building for sustainability



# New Definition of Museum unites us with our communities



"A museum is a not-for-profit, permanent institution **in the service of society** that researches, collects, conserves, interprets and exhibits tangible and intangible heritage. Open to the public, **accessible and inclusive**, museums **foster diversity** and **sustainability**. They operate and communicate ethically, professionally and with the **participation of communities**, offering varied experiences for education, enjoyment, reflection and **knowledge sharing**."



Great.  
Why change the  
narrative?

Global warming. We did that.



# Is sustainability enough?



# Sustainability

**Sustainable development** requires an integrated approach that takes into consideration environmental concerns along with economic development.

In 1987, the United Nations Brundtland Commission defined sustainability as “**meeting the needs of the present without compromising the ability of future generations to meet their own needs.**”

# Regeneration

The final paradigm is regenerative; it is about “us” and seeing the world as an interconnected and nested system, a series of relationships that we have with each other, other species, and the planet.

This is how many Indigenous communities think.

We can be most effective when our organizations and the communities we serve follow a regenerative approach in which individuals move beyond thinking about themselves in isolation and see the larger social and natural systems that we collectively need to survive.



Sustainability

Regeneration





How can we  
inspire a  
regenerative  
culture in our  
museums and  
communities?

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“brand”

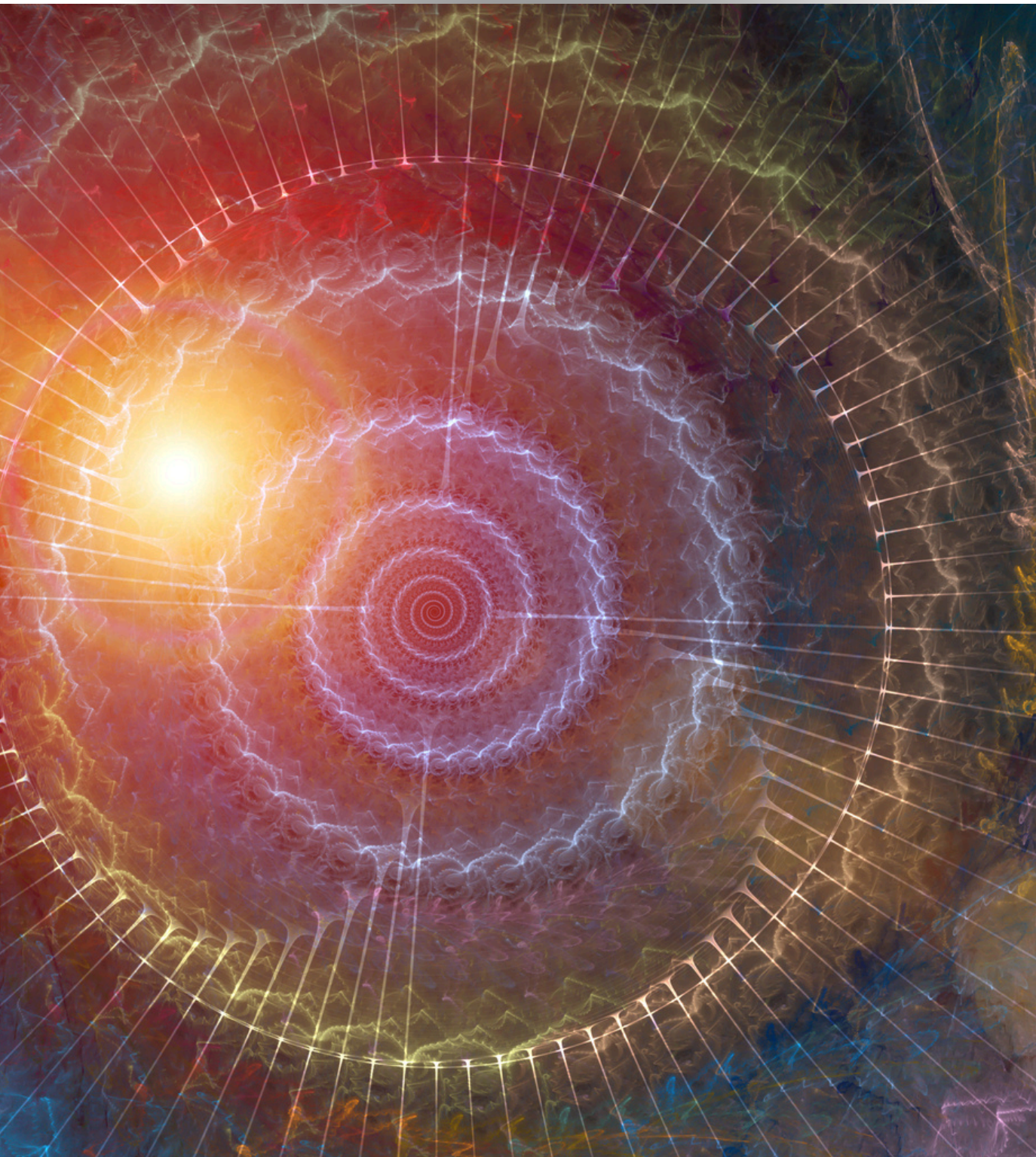
Is it the mortar that holds the bricks together, building for sustainability?



Brand is a new journey that museums take with our communities in harmony with nature.



# “spiral marketing”



**I**

***IDENTIFYING YOUR TARGET AUDIENCE AND SETTING GOALS***

**II**

***CRAFTING A COMPELLING MESSAGE AND BRAND STORY***

**III**

***CHOOSING THE RIGHT MARKETING CHANNELS AND TACTICS***

**IV**

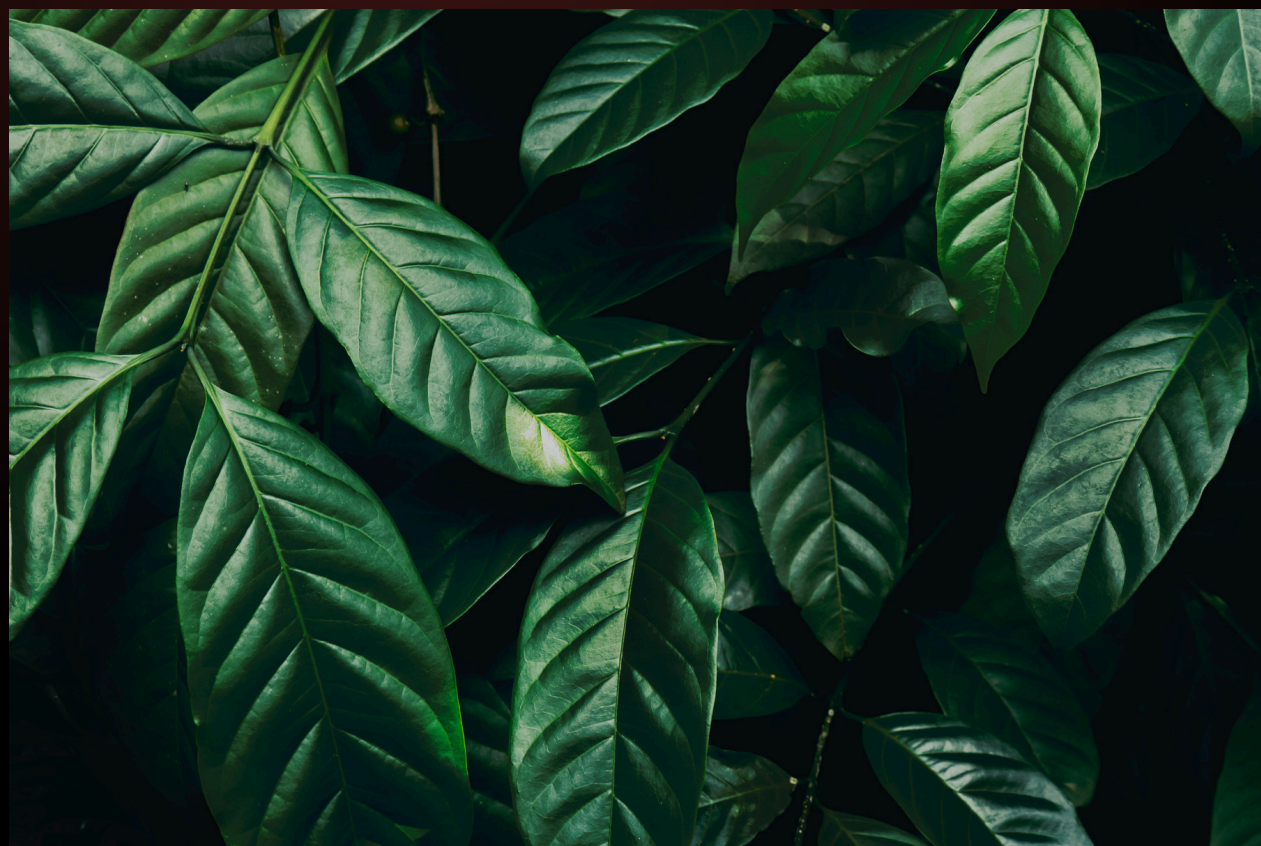
***EVALUATING AND OPTIMIZING YOUR CAMPAIGN IN TERMS OF IMPACT ON COMMUNITY AND CLIMATE***

**V**

***START OVER TO REGENERATE***

***USING THE SPIRAL METHOD TO CREATE DYNAMIC MARKETING CAMPAIGNS: POSTED ON OCTOBER 26, 2023 AUTHOR: BUSINESS901***

# First Principles of Regenerative Thinking



- See the world as wholes rather than fragments.
- Initiate with potential instead of problems.
- Recognize reciprocity and that we live within living, dynamic, larger and lesser nested systems where we have reciprocal, mutually beneficial interactions.
- Exhibit singularity, or essence, recognizing the non-displaceable uniqueness of everyone and everything on the planet.
- Think of work as nodal, and seek interventions at the point of highest systemic return.
- Seek growth and development of the capacity in everyone [every living being] to reach their highest potential based on their own essence [in your bioregion].

**Carol Sanford, *The Regenerative Life: Transform Any Organization, Our Society, and Your Destiny*, 2020**

# Designing Regenerative Culture on YouTube @ICOM MPR

## MANIFESTO MPR WEBINAR SERIES 2023



Daniel Wahl  
interviewed by  
Lucimara Letelier

MPR member Lucimara Letelier of Regenera Museu interviews Daniel Christian Wahl, catalyst and consultant in transformative innovation, cultural co-creation, whole systems design, and bioregional regeneration, and author of "Designing Regenerative Cultures," about how we can inspire a regenerative culture for our museums and communities.



*Regenerative cultures  
are unique  
expressions of the  
potential inherent in  
the people [living  
beings] and places of  
a given bioregion.*

<https://medium.com/activate-the-future/regenerative-cultures-regenerative-economics-bioregional-regeneration-607d26c28d54>

# **Museum Marketing, Communications & Audience Engagement Glossary**

[www.tronvigggroup.com/museum-marketing-glossary/](http://www.tronvigggroup.com/museum-marketing-glossary/)



# ICOM Marketing and Public Relations



ICOM MPR: website,  
Instagram, Facebook,  
LinkedIn, YouTube

*RESOURCES FOR REGENERATION:*

*THE CLIMATE TOOLKIT  
CLIMATETOOLKIT.ORG*

*CAROL SANFORD, THE REGENERATIVE LIFE: TRANSFORM ANY ORGANIZATION, OUR SOCIETY,  
AND YOUR DESTINY, 2020*

*CAROL SANFORD, INDIRECT WORK: A REGENERATIVE CHANGE THEORY FOR BUSINESSES,  
COMMUNITIES, INSTITUTIONS AND HUMANS, 2022*

*UN SUSTAINABLE DEVELOPMENT GOALS  
SDGS.UN.ORG/GOALS*

*STOCKHOLM RESILIENCE CENTRE, TRANSFORMATION IS FEASIBLE, 2018  
BIT.LY/38GIAUH*



*RESOURCES FOR BRANDING & MARKETING:*

*ASIAN ART MUSEUM BRAND GUIDELINES*

*ASIANARTMUSEUM.MYPORTFOLIO.COM/BRAND-GUIDELINES*

*THE IMPORTANCE OF BRAND PERCEPTION AND HOW TO MEASURE IT*

*HTTPS://WWW.BRANDWATCH.COM/BLOG/MARKETING-THE-IMPORTANCE-OF-BRAND-PERCEPTION/*

*USING THE SPIRAL METHOD TO CREATE DYNAMIC MARKETING CAMPAIGNS*

*HTTPS://BUSINESS901.COM/BLOG1/USING-THE-SPIRAL-METHOD-TO-CREATE-DYNAMIC-MARKETING-CAMPAIGNS/*

