



CHILDREN'S MUSEUM

OF BRAZOS VALLEY

CARTER WILLIFORD

T.O.C

3	BRAND OVERVIEW
4-9	MUSEUM IDENTITY
10-16	POSTER PROCESS
17-24	WEBSITE PROCESS
25-31	MOBILE PROCESS



ÖVERVIEW

The Children's Museum of the Brazos Valley is all about giving kids a space to learn by doing, not just watching. We focus on creating fun, hands-on experiences where children can explore, play, and figure things out for themselves. Everything we do is built around sparking curiosity, creativity, and confidence at an early age. This process book walks through the development of our brand identity and how it reflects that same playful, engaging spirit. It also highlights a range of design applications, including posters, website concepts, and mobile app designs that bring the brand to life across different platforms.

MUSEÜM IDENTITY

5

TYPOGRAPHY

We use clean, modern type that is easy to read full of energy and just like the experiences we create. Our type system is friendly, bold, and designed to help every message stand out across all platforms.

TYPEFACES

Ag

INTER BLACK

Used for headlines, titles, and big moments.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ**

Ag

REGULAR BLACK

Used for body, descriptions, and supporting text.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ**

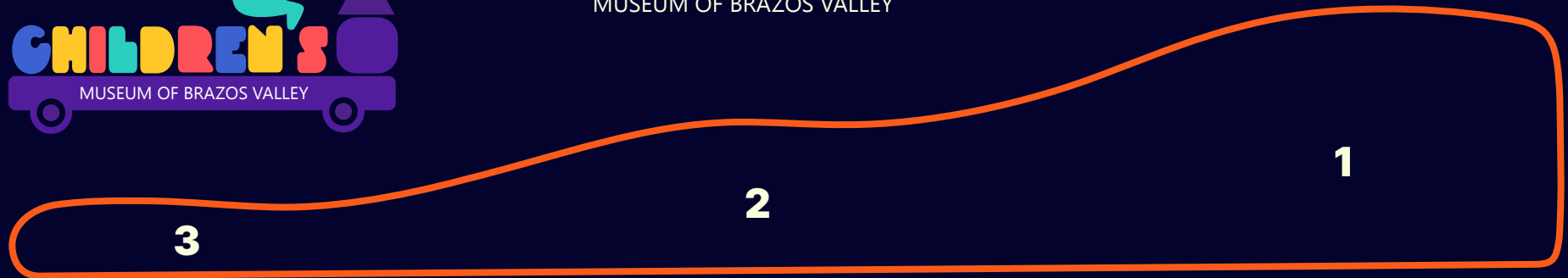
HEADLINE EXAMPLE

**WHERE CURIOSITY
COMES TO LIFE.**



Inspiring children to explore, create, and discover through hands on experiences that spark imagination and build a love for learning.

EARLY LOGO ITERATIONS



Originally the logo was going off of different aspects of life children play with like trains, science, and basic shapes. Then I rethought the logo overall by going back to the purpose of the museum which is to help kids connect through their own ideas of creativity. The final logo is made of different shapes and colors connecting together to highlight the museum being open to all and the imagination of youth.

FINAL IDENTITY LOGO

The final logos are shown with the main logo being the two on top going between light and dark. Below is the icon for smaller layouts including mobile, website, and other aspects where the large logo doesn't fit the correct space.

LARGE

**CHILDREN'S
MUSEUM**

OF BRAZOS VALLEY

SMALL

CMBV

LARGE

**CHILDREN'S
MUSEUM**

OF BRAZOS VALLEY

SMALL

CMBV

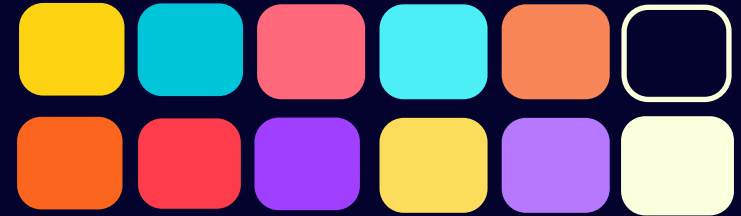
IDENTITY SUMMARY

PRIMARY LOGOS

**CHILDREN'S
MUSEUM**
OF BRAZOS VALLEY

CMBV

COLOR PALETTE



TYPOGRAPHY

Ag

Inter Black

Ag

Inter Regular

PATTERN



The Children's Museum of Brazos Valley brand identity was designed to inspire creativity, curiosity, and confidence through playful visuals, vibrant colors, and approachable design systems that engage both children and families

POSTER PRÖCESS

POSTER INTRODUCTION

INTRODUCTION

The Mess Fest poster promotes a playful museum event where children are encouraged to color outside the lines and bring their imagination to life. Through bold visuals and energetic design, the poster reflects the Children's Museum of Brazos Valley's mission to inspire creativity, curiosity, and hands-on fun

DESIGN OBJECTIVE

FUN

CREATIVE

EXPLORATIONAL

EDUCATIONAL

COMMUNITY DRIVEN

POSTER INSPIRATION



Pictures are only for mood board

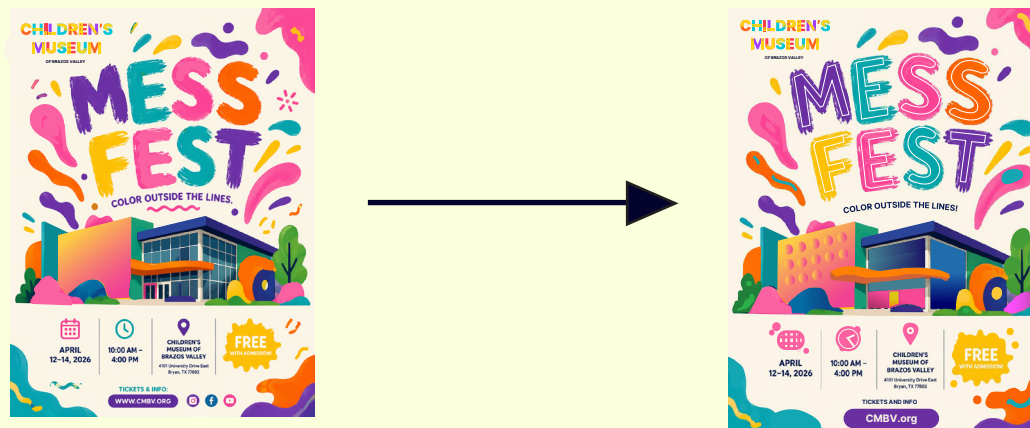
INITIAL CONCEPTS

For the initial concepts of the poster they were very messy and unrefined, but with iterations over time it ended up including a sense of mess but in a professional sense. Still containing tons of color, mess, and information at the bottom. Eventually adding in extra details and simplifying the abstract look of the museum.



FINAL ITERATIONS PROCESS

Throughout the poster design process, the goal was to create a visually engaging piece that captured the playful, imaginative spirit of Mess Fest while reflecting the Children's Museum of Brazos Valley's vibrant identity. Early iterations focused on establishing a colorful and energetic foundation through bold typography, dynamic layouts, and an abstract representation of the museum itself. As the design evolved, revisions were made to strengthen the poster's emotional impact and better communicate the event's creative freedom. Over time, the already abstract museum imagery was reworked into an even more expressive and stylized visual, allowing the design to feel messier, more artistic, and more aligned with the event's theme of unrestricted imagination. These changes helped transform the poster from a structured promotional piece into a more immersive and visually playful experience that better encourages children to explore, create, and color outside the lines.



FINAL PÖSTER



PÖSTER REFLECTION

The final Mess Fest poster successfully captures the playful, imaginative, and hands-on spirit of the event while remaining consistent with the Children's Museum of Brazos Valley's overall brand identity. Through bold typography, vibrant colors, and increasingly abstract visual elements, the design communicates a sense of creativity without limits and encourages children to embrace self-expression by coloring outside the lines. Throughout the process, iterative refinements strengthened the poster's visual energy, transforming it into a more immersive and emotionally engaging promotional piece. By balancing clear event communication with expressive design, the final poster effectively promotes Mess Fest as a memorable community experience while reinforcing the museum's mission to inspire curiosity, creativity, and confidence through interactive learning.



WEBSITE PRÖCESS

INITAIL HÖMEPAGE



ENTIRE HOMEPAGE

Initial homepage and main focus when opening the website for the first time

Middle to second half of website containing future events

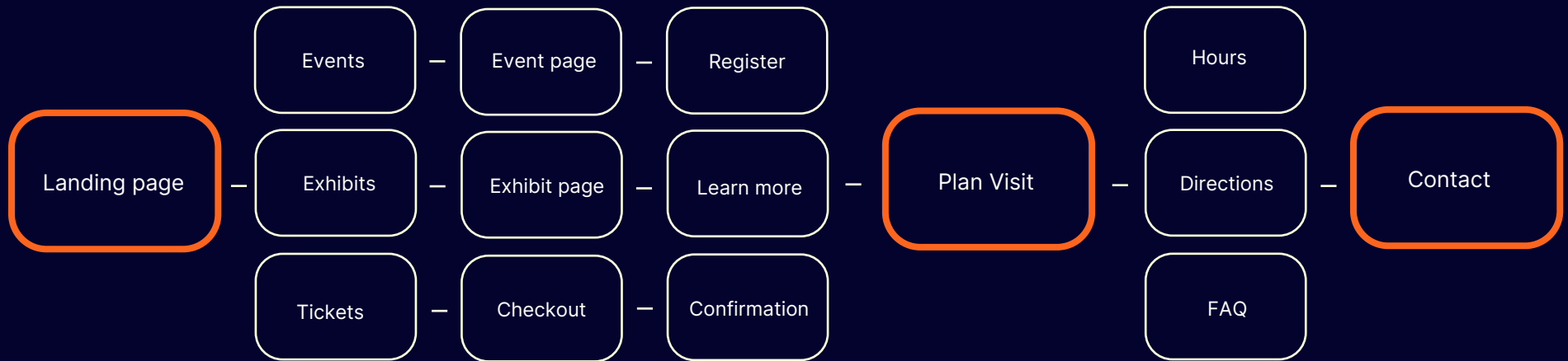
Bottom section or secondary information to homepage

Beginning to second half of website starting page

Footer



USER FLÖW



If this were a full scale website this would be the user flow for how the pages and basic wireframing would look

MOBILE PRÖCESS

MOBILE HÖMEPAGE



MOBILE HÖMEPAGE LAYÖUT



The overall feel and layout is meant to be extremely accurate to the website to help ensure consistency and create a modern and simple feel to switching from website to mobile from the top half being the main focus then moving down to the main three starting pages

The background is a solid dark blue. In the top-left, top-right, bottom-left, and bottom-right corners, there are clusters of colorful, stylized shapes. These shapes include various polygons (hexagons, pentagons, triangles, squares), stars, flowers, and wavy lines in shades of purple, yellow, orange, red, and cyan. The central text "THANK YOU!" is rendered in a bold, sans-serif font where each letter is composed of multiple overlapping translucent shapes in the same color palette as the corner decorations.

THANK YOU!