

CSMVS | 101
THE MUSEUM, MUMBAI — *years* —

Why this manual?

CSMVS is more than a museum. It is a living archive of culture, memory, craftsmanship and discovery. As the museum enters a new era, this identity system helps create a stronger connection between heritage and the contemporary audience.

This manual is not just a guide to visuals. It is a framework for storytelling. A system designed to make CSMVS feel more open, more interactive, more culturally relevant and more connected to the next generation.

Every colour, motif, layout and voice has been designed to preserve the institution's historical depth while making it accessible to a modern audience. This is not a redesign. This is a reintroduction.

Introduction & Museum History

Founded in 1922, **CSMVS** is one of India's most significant museums and one of Mumbai's most iconic cultural institutions. Built in Indo Saracenic architecture, the museum houses more than 70,000 artifacts across archaeology, sculpture, decorative arts, textiles, natural history and world cultures. Over decades, CSMVS has preserved stories of civilizations, craftsmanship and artistic expression.

But today, museums must do more than preserve. They must connect. The new identity transforms CSMVS from a place of observation into a place of interaction. A museum for a generation that values experience, culture and belonging.



Brand Characteristics

The CSMVS Museum identity is built on the idea that culture is not static. It is layered, lived and continuously rediscovered. Like the museum itself, the brand carries multiple narratives across time, geography and human experience. CSMVS is not simply a place where history is stored. It is a place where stories continue to evolve.

The brand positions CSMVS as a museum that feels more open, contemporary and emotionally relevant. It balances heritage with accessibility. Tradition with interaction. Education with experience. The brand speaks to a generation that wants to understand culture through connection rather than instruction.

ARCHIVE CRAFT
ET DISCOVERY
CRAFT TIME A
CULTURE STO
IDENTITY EXE
PRESERVATION
IOSITY EXPLOR
EMORY CRAFT



Mission

To increase engagement and footfall by positioning CSMVS as a culturally relevant museum brand that connects deeply with younger audiences. Through storytelling, design, interaction and accessibility, CSMVS aims to make heritage feel engaging, contemporary and emotionally meaningful.

Vision

To become a living cultural presence within the city rather than a destination limited to one location. The vision is to make CSMVS the go to cultural destination for anyone seeking a deeper relationship with history, identity and belonging.



Brand Values

Preservation

Preservation is the foundation of CSMVS. Preservation is not only about safeguarding artifacts. It is about keeping history alive.

Discovery

Discovery drives curiosity. The museum experience should encourage visitors to uncover stories, connections and hidden meanings.

Education

Education at CSMVS goes beyond facts. The museum encourages people to understand culture in ways that feel memorable and engaging. Learning becomes immersive rather than instructional.

Accessibility

Culture should not feel distant or exclusive. Through design, storytelling and interpretation, CSMVS removes barriers and invites wider participation.

Community

Community creates belonging. CSMVS is not only a space for preservation, but a place for people to gather, connect and share cultural experiences.

Logo Overview.

CSMVS | 101
THE MUSEUM, MUMBAI — years —

CSMVS | 101
THE MUSEUM, MUMBAI — years —

The CSMVS logo is typography driven, allowing the museum's identity to feel refined, timeless and institutionally strong without relying on decorative symbolism. The serif letterforms carry a sense of heritage and permanence, reflecting the museum's historical legacy and cultural depth. At the same time, the typography has been treated with clarity and restraint, giving it a contemporary presence that feels relevant to modern audiences.

Logo Colours.

CSMVS
THE MUSEUM, MUMBAI

101
— *years* —

CSMVS
THE MUSEUM, MUMBAI

101
— *years* —

CSMVS
THE MUSEUM, MUMBAI

101
— *years* —

CSMVS
THE MUSEUM, MUMBAI

101
— *years* —

Primary Colour Palette.

Terracotta Red

HEX: cf3d28
RGB: 207 61 40
CMYK: 13 91 99 3
Pantone: 2028 C

Inspired by clay, archaeological excavation sites and ancient pottery, it reflects discovery and cultural memory. It becomes the strongest visual connector between heritage and youth

Forest Green

HEX: 1f261c
RGB: 31 38 28
CMYK: 72 59 74 73
Pantone: 2905 C

Forest Green is rooted in the Natural History collections of the museum. Inspired by botanical archives, preserved specimens and ecological storytelling, it expands the museum's visual language beyond history into nature.

Ochre Gold

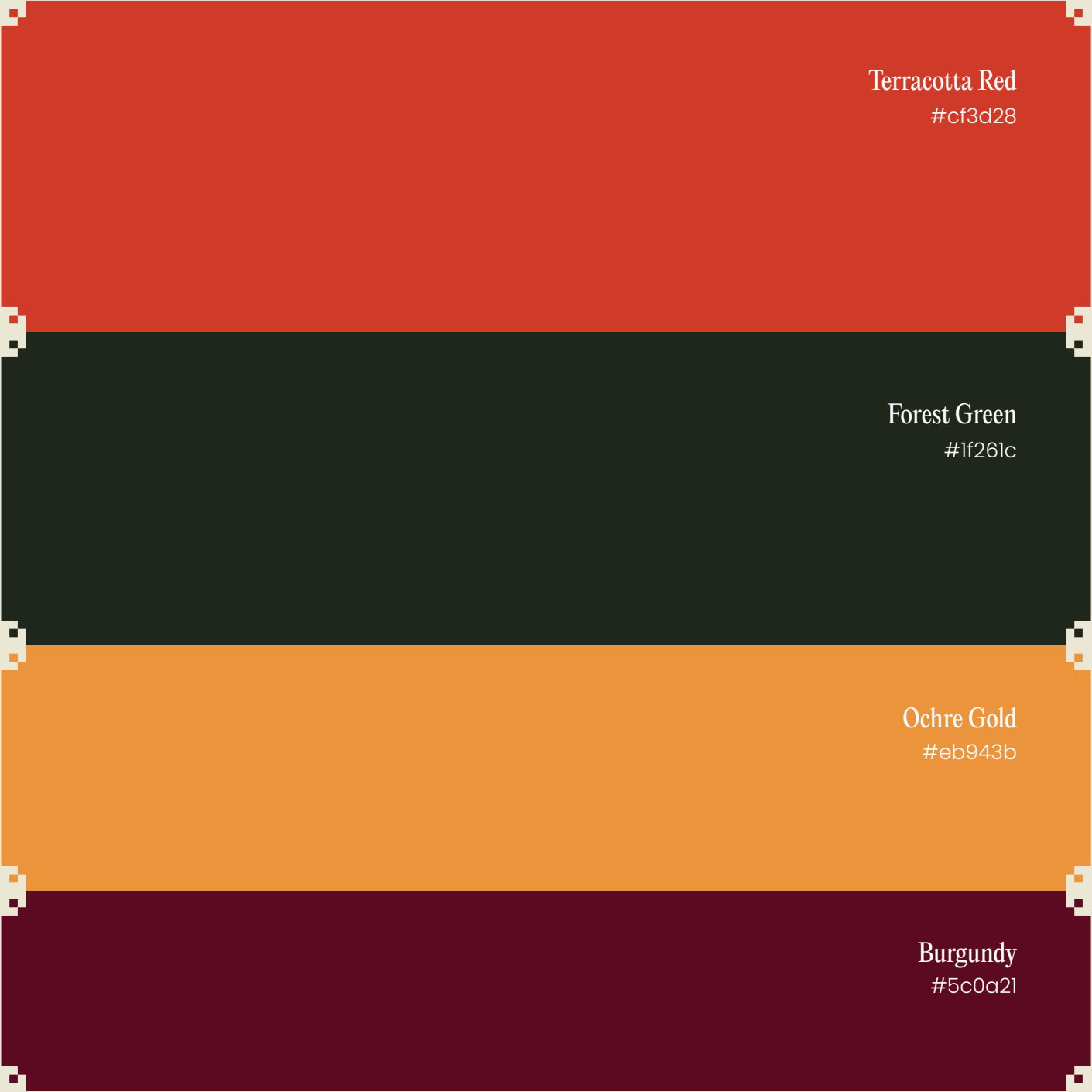
HEX: eb943b
RGB: 235 148 59
CMYK: 5 48 88 0
Pantone: 2915 C

Ochre Gold references metalwork, historic ornamentation and ancient craftsmanship. It introduces warmth and optimism into the palette while evoking the richness of collected history.

Burgundy

HEX: 5c0a21
RGB: 92 10 33
CMYK: 37 98 71 56
Pantone: 4685 C

Burgundy reflects depth, devotion and artistic heritage. Inspired by sculpture, temple interiors and ceremonial objects, it introduces richness into the system.



Terracotta Red

#cf3d28

Forest Green

#1f261c

Ochre Gold

#eb943b

Burgundy

#5c0a21

Primary Typography.

Aa

PP Editorial New Regular
PP Editorial New *Italic*
PP Editorial New **Ultra Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PP Editorial New was chosen as the primary typeface because it reflects the museum's historical depth while introducing a refined editorial character. Its serif structure feels rooted in tradition, echoing the elegance of printed archives, manuscripts and museum catalogues. It brings an intellectual and timeless tone to headlines, section titles and storytelling moments, reinforcing the idea of CSMVS as a museum that preserves history while presenting it through a modern lens.

Secondary Typography.

Aa

General Sans Regular, *Italic*
General Sans Medium, *Italic*
General Sans SemiBold, *Italic*
General Sans Bold, *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

General Sans acts as a contemporary counterbalance to the serif system. Its clean geometry and minimal structure create clarity, accessibility and readability across both print and digital platforms. General Sans introduces functionality and modern communication. The simplicity of the typeface allows information to feel approachable, making it particularly effective for captions, gallery information, navigation and digital interfaces.

Brand Imagery.

The visual language prioritizes authenticity and presence. Hallways, galleries, textures, shadows and material surfaces are photographed in ways that highlight the richness of heritage while maintaining a contemporary editorial aesthetic. This creates imagery that feels cinematic and approachable rather than overly academic or archival. The goal is to make culture feel lived in and emotionally accessible, helping younger audiences connect to history through atmosphere and experience. The imagery system also supports the idea of discovery. Framing, depth and perspective are used to guide the viewer's eye through spaces, creating curiosity and a sense of exploration.



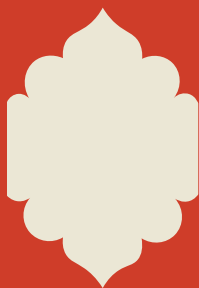
CSMVS | 101
THE MUSEUM, MUMBAI — years —

A Visual Language Built From Collections

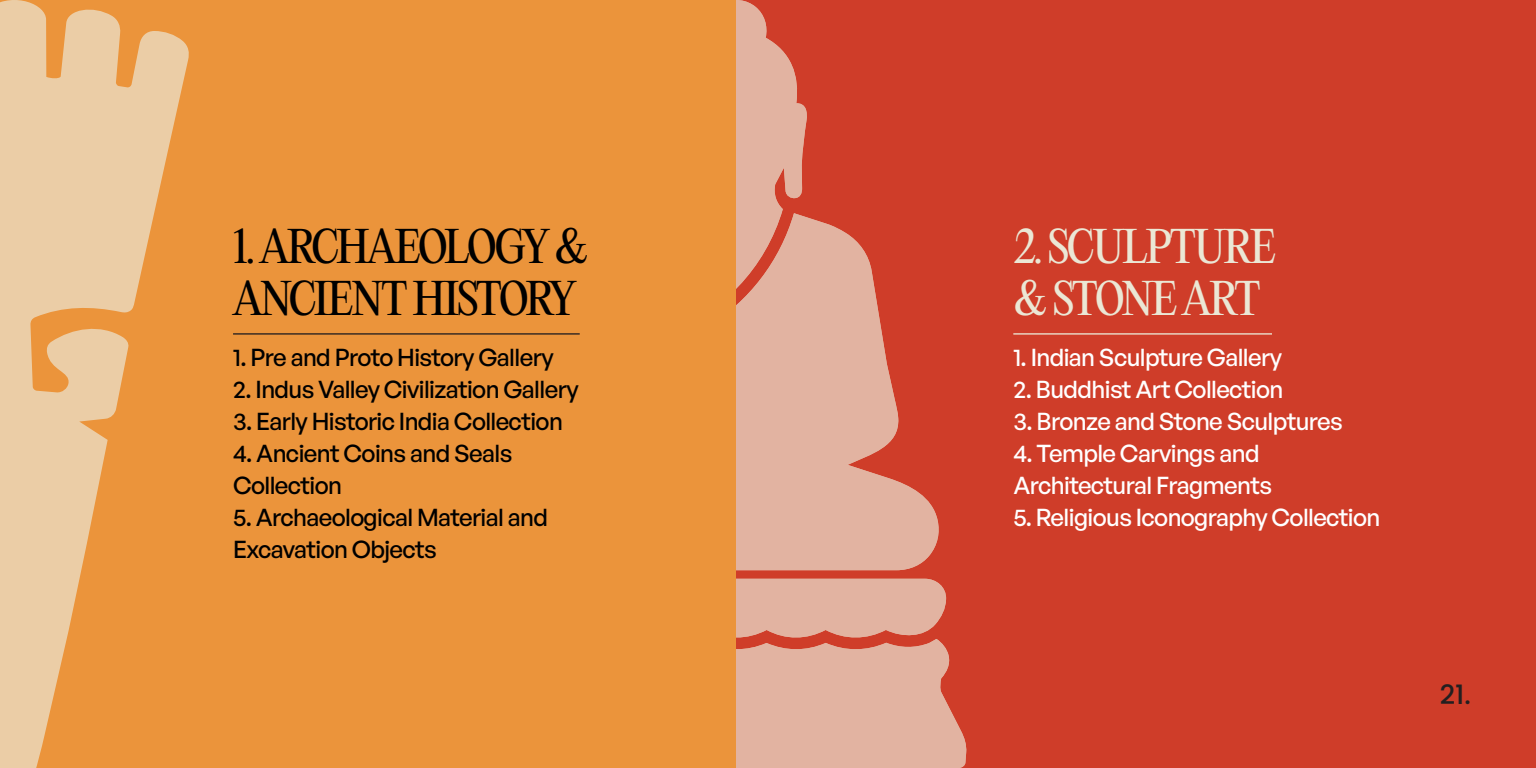
The motif system translates the museum's collections into a unified visual language. Rather than creating decorative icons, each motif is designed as a simplified cultural symbol that represents an entire cluster of galleries. These motifs allow the museum to organize its diverse collections into a clearer, more approachable structure.

The six motifs act as visual identifiers across signage, exhibition systems, maps, merchandise and digital experiences. They create consistency while helping visitors navigate through the museum intuitively. Each symbol is rooted in an artifact, form or material language already present within CSMVS.

The shapes are reduced into modern silhouettes so they feel contemporary, scalable and memorable. Together, they create a cohesive family that reflects the diversity of the museum while maintaining a strong unified identity.



Motif - Gallery Clusters



1. ARCHAEOLOGY & ANCIENT HISTORY

1. Pre and Proto History Gallery
2. Indus Valley Civilization Gallery
3. Early Historic India Collection
4. Ancient Coins and Seals Collection
5. Archaeological Material and Excavation Objects

2. SCULPTURE & STONE ART

1. Indian Sculpture Gallery
2. Buddhist Art Collection
3. Bronze and Stone Sculptures
4. Temple Carvings and Architectural Fragments
5. Religious Iconography Collection



3. PAINTINGS & MINIATURES

1. Miniature Painting Gallery
2. Mughal Painting Collection
3. Court Painting Traditions
4. Decorative Painting Archives
5. Manuscript Illustration Collections



4. TEXTILES & COSTUMES

1. Textile Gallery
2. Decorative Arts Collection
3. Costume and Fabric Archives
4. Embroidery Collection
5. Indian Ornamentation and Pattern Based Objects



5. NATURAL HISTORY

1. Natural History Gallery
2. Zoological Specimens Collection
3. Botanical Archives
4. Taxidermy & Preserved Wildlife Collection
5. Ecological Study Displays



6. DECORATIVE ARTS & ARMS

1. Arms and Armour Gallery
2. Metalwork Collection
3. Ceramics and Utility Objects
4. Decorative Vessels & Artifacts
5. Trade, Cross Cultural Objects

Tone & Style

The voice of **CSMVS** should feel like a conversation between history and the present. It should never sound overly academic, institutional or formal. Instead, it should guide visitors through stories, objects and cultural moments in a way that feels engaging and emotionally resonant.

curious.
welcoming.
timeless.
contemporary.
proud.
reflective.

Tagline



Stationary & Print



