

The Concept of Museum Identity and its Activity

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Abstract: This article focuses on the concept of museum identity, activities, tasks, development in Europe in this area is rapidly progressing, museum identity is also developing in Uzbekistan, and conclusions are drawn.

Keywords: Museum, identity, Europe, brand, logo.

INTRODUCTION. Today, many museums are going through the stage of rebranding or corporate identity development "from scratch", creating or strengthening their identity in the competitive field of cultural recreation. European and Asian countries are far ahead in this field. Uzbekistan is also in this field. is developing slowly

MAIN PART.

The museum identity is all the design elements that the museum uses to present itself to the public, including the logo, color palette, fonts, and other visual elements.

When creating a brand for a museum in the museum identity, a designer is consulted. Before giving brief information to the designer to create a museum brand, what makes this museum different from other museums, why this brand is needed, should be clearly understood. he should give advice, ask the designer for advice, and come to an agreement with his colleagues on this matter.

A high-quality museum identity consists of the following elements:

- Easy to read, compact logo;
- Convenient navigation: signs, tablets, indexes, maps;
- Thoughtful graphics: posters, infographics and illustrations at the exhibition;
- Branded materials and external attributes: website, social networks, business cards, badges, uniforms;
- Convenient interfaces for digital content: mobile applications, information and information systems;
- Memorable advertising on city streets and online platforms;
- High-quality souvenirs and products: books, stationery, clothing and accessories.

To identify the museum, first of all, it is necessary to develop its logo. If the museum already has its own brand, then it is appropriate to add some content to it.

The logo does not reflect the full identity of the museum brand, that is, it is not appropriate to pay attention only to the logo in the museum brand. However, the logo is an important component of brand recognition. According to the results of scientific experiments, good typography affects the mood of users.

Logo:

- To be clear, short and easy to recognize;
- It should even educate and inspire, leave a positive impression on the audience;
- It should be oriented towards the future, that is, it should work as a road map for the further achievements of the museum;
- must be memorable on city streets, mass media and advertising materials.

Colors are also important in the identity of the museum. For example, when the Creswell Crags Museum logo was created, it was initially suggested that it should be green to reflect the green landscape. The museum team was worried that this color would blend in with the rural setting, so they used an autumn palette. .

Institutions such as the Australian Museum or the Natural History Museum are excellent examples of well-thought-out styles that emphasize the importance of their logo and brand perception. 'attention is given.

Tate Modern is the most successful, innovative and professionally branded museum. In 1998, Wolff Olins was rebranded by the consulting company. In general, Tate became a very well-known global brand. Tate Modern is the world's most famous modern and contemporary art museum - attendance varies depending on the popularity of individual shows, but has shown significant growth each year, rising from 4 million to 5.3 million a year when it opened. In 2012, by comparison, Tate had 4.7 million visitors in 2009, while the Pompidou Center had about 3.5 million, the Museum of Modern Art 2.6 million, and the Guggenheim in New York 1.2 million.¹

In the modern world, guidelines for using corporate identity are called a short and concise word "brandbook" (from the English brand book - brand book). The brand book contains information about the logo, corporate colors, fonts and rules of use. The level of complexity of the brand book depends on the size of the organization and the number of areas in which the brand style is applied.² Great importance should be attached to the color and font of the logo. If a museum employee visits a conference with a brand book, i.e. brings a pen or notebook with the museum logo, that person will stand out from others. Confidence in this person will increase even more.

The identity of the Jewish Museum in New York is based on the main symbol of Jewish culture - the Star of David. Designers combined history and modernity, presented the sacred graphic system of the people in the logo, created original fonts, patterns and other illustrations. All this was done in order to attract new visitors.³

Statistics show that 83% of consumers are more likely to buy a product or service if it is recommended by a friend or family member, meaning that the more familiar the audience is with the museum, the more willing the customer is to visit the museum and the more carefully the content is developed, the more willing the customer will be to share this content with others.

In addition, the website, social networks, e-mail system, advertising, information on the site play a key role in the identity of the museum. For example, the most perfect identity was developed for the Istanbul Toy Museum. This museum: its own has a logo, slogan, website, pages on social networks, brand book.

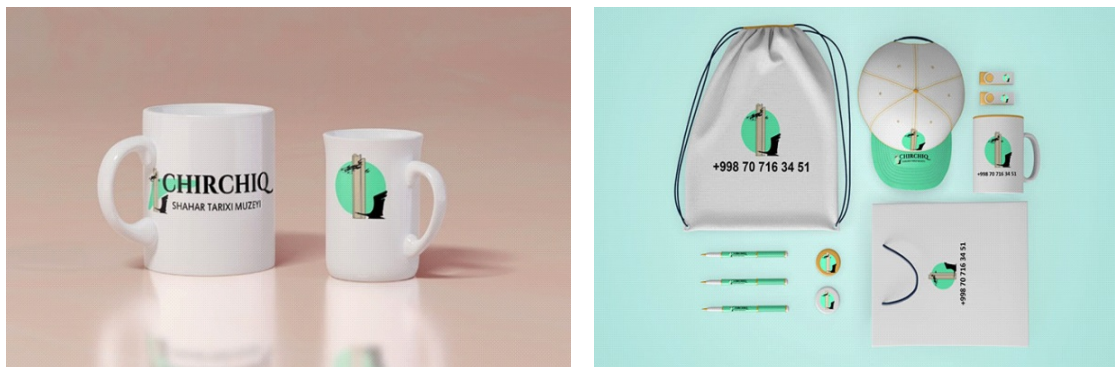
¹ Stallabrass J. The Branding of the Museum. Essay. 09.2018 / [Электронный ресурс]

² <https://vinchi-interactive.ru/journal/brendbuk-dlya-muzeya-zachem-on-nuzhen/>

³ ВЫПУСКНАЯ КВАЛИФИКАЦИОННАЯ РАБОТА БАКАЛАВРА АЙДЕНТИКА МУЗЕЯ-ЗАПОВЕДНИКА «ТОМСКАЯ ПИСАНИЦА» по основной образовательной программе подготовки бакалавров направление подготовки 54.03.01 – Дакайн Проивева Дарья Вячеславовна

Today, one of the main points of creating a museum brand is a well-thought-out concept consisting of a logo and visual identity. The museum brand is a coherent set of activities aimed at building trust among visitors in the image of a new modern museum as a place to acquire new knowledge, relax and be inspired in a convenient format.

Museums are increasingly based on the principle that cultural heritage should be accessible and, most importantly, attractive to all categories of visitors, including tourists, and not just to a narrow circle of specialists.



It is a mistake to say that the identity of the museum has not developed at all in Uzbekistan. Because the Chirchik City History Museum has developed an identity for its museum and is paying great attention to this area. Today, this museum has its own logo, website, and brand book. When creating the logo, there is a crane memorial complex in the center of Chirchik. The logo was developed inspired by this complex. Special attention was paid to the colors. The logo was used on mugs, bags, pens, caps and other things. It is not being paid attention to. It is slowly developing. Signs about the museum are being placed on the streets. It will take a long time for this area to develop.

In the identity of the museum, the exterior and interior design of the museum is also very important. For example, if a person walking on the street likes the design of the museum, he will definitely visit this place. He can also invite his other friends. Not limited to the above, special attention should be paid to the behavior, behavior and dress style of the museum employees, as well as their scientific potential. ,the visitor becomes absent.

CONCLUSION. A well-crafted "Museum Identity" helps to not only present the museum as a trusted resource, but also to create the foundation for long-term audience engagement and successful growth. Having a strong brand identity helps to explain why the museum is important. and helps grow the audience. It is necessary to use European experiences in Uzbekistan. For this, we need money, desire, and a well-developed plan.

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