Facets of a Changing Museum: Rebranding Museu do Diamante

MUSEU DO DIAMANTE

The Challenge

The Diamond Museum (Museu do Diamante) is a Brazilian museum located in the city of Diamantina, a UNESCO World Heritage site. Since 2021, its historic headquarters has been closed for restoration. Amidst these challenging circumstances, the entire museum, including its collection and staff, was relocated to a temporary building with limited exhibition space.

Diamantina - Brazil Photo: Wagner Cavalcante Medeiros

At the same time, the museum is initiating a restoration project and another project to redesign its future long-term exhibition to be installed in the restored building. As the team reworked the museum's narratives, it became evident that the institution itself had changed. The new exhibition proposed broader perspectives on the territory, its people, and its cultural heritage, whereas the museum's visual identity still reflected a traditional institution focused almost exclusively on diamond mining.

Museu do Diamante - Photo: Gisele Oliveira

The challenge, therefore, was much greater than creating a new logo. We needed to build a visual identity capable of expressing the museum's institutional transformation, maintaining the trust built over seventy years of history.

The Solution

The rebranding became part of a broader institutional transformation. In 2024, we signed a contract with the company Traço Leal to carry out the rebranding.

That same year, the museum updated its Museological Plan, redefining its mission and vision and aligning them with a more participatory, community-oriented approach. Simultaneously, the team developed a new long-term exhibition project, scheduled for installation following the completion of the historic building's restoration.

The new visual identity was created to translate these changes into a coherent visual language. The previous logo depicted a *bateia*, the traditional pan used in diamond mining, emphasizing the museum's origins.

The previous Diamond Museum logo

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New Diamond Museum brand identity

The newly developed identity represents the facets of a diamond, symbolizing the multiple perspectives that shape the museum today.

Rather than replacing tradition, the new identity reimagines it, balancing heritage with innovation.

The project went far beyond the logo. A comprehensive brand manual was developed, establishing applications for digital communication, social media, signage, publications, merchandise, and educational materials, ensuring consistency across all audience interactions.

Comparative

Museu do Diamante

Typography: Traditional evoking formality and a strong connection to history

Symbol: Represents a bateia, a pan used in manual diamond mining.

Style: Simple, monochromatic, with a classic and static design.

Message: Emphasizes history and the mining heritage.

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Typography: Modern, geometric font, with closed “A” letters shaped as triangles, referencing the flag of Minas Gerais and the facets of a cut diamond.
Symbol: Colorful triangles representing the many facets of a diamond. Each face symbolizes connections between the past, the present, and the future.
Style: Contemporary, dynamic, and multicolored, conveying movement and renewal.
Message: The museum’s evolution as a cultural space in transformation, with an identity open to new narratives and broader community connections.

Results

Although the museum remains in a temporary space, the rebranding significantly strengthened its institutional presence, especially given the challenging circumstances.

The project helped position the Diamond Museum as a more contemporary, accessible, and recognized cultural institution.

Results include:

- TripAdvisor Travellers' Choice Award for five consecutive years;
- significant growth in digital engagement and social media visibility;
- increased community participation in educational and cultural activities;
- over 36,000 visitors in 2025;
- more than 70 educational and cultural activities with 13,000 participants;
- greater recognition of the museum as a space for dialogue, a sense of belonging, and cultural participation.

2026 Tripadvisor Travelers' Choice™

Watch the brand's launch video.

Presentation on the brand at the 27th ICOM General Conference in Dubai

Brand applications:

Brand applications:

Thank you

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ICOM international council of museums Brasil

ibram instituto brasileiro de museus