

AMERICAN UNIVERSITY OF BEIRUT

**DESIGNING THE VISUAL IDENTITY OF
THE LEBANESE NATIONAL HIGHER
CONSERVATORY OF MUSIC**

by
MYRIAM MOUSSA KHOURY

An Undergraduate Graphic Design Research Project
submitted in partial fulfillment of the requirements
for the degree of Bachelor of Fine Arts
to the Department of Architecture and Design
of the Maroun Semaan Faculty of Engineering and Architecture
at the American University of Beirut

Beirut, Lebanon
May 2021

AMERICAN UNIVERSITY OF BEIRUT

**DESIGNING THE VISUAL IDENTITY OF
THE LEBANESE NATIONAL HIGHER
CONSERVATORY OF MUSIC**

by
MYRIAM M. KHOURY

Approved by:



Reza Abedini
Department of Architecture and Design
(as listed in AUB Catalogue of current year)

Thesis Advisor

Date of project presentation: May 11, 2021

AMERICAN UNIVERSITY OF BEIRUT

PROJECT RELEASE FORM

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Signature

May 27 2021

Date

ABSTRACT

Designing a New Visual Identity for the Lebanese National Higher Conservatory of Music

The Lebanese National Higher Conservatory of Music is a national educational entity in Lebanon. It has fifteen branches, seven musical departments and two national orchestras.

The identity aims to reinforce the institutions' mission to democratize music education, to conserve the local musical heritage and to spread music with branches and concerts all over Lebanon. It is based on a dichotomy inherent to music: a contrast between strict discipline and raw human emotion, through a geometric and organic visual language.

The project aims to revive and open up the institution, while giving distinct sub-identities to the Lebanese Philharmonic Orchestra and the Lebanese Oriental Orchestra.

It also expands through various applications such as stationery, posters, communication, social media and way-finding.

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Democratize, spread and conserve

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Designing the Visual Identity of the Lebanese National Higher Conservatory of Music

Myriam Khoury // FYP 2 2021

Advisor: Reza Abedini

American University of Beirut Department of Architecture & Design

What can design do for the local music community?

MISSION & VALUES

The Lebanese National Conservatory of Music

was founded over a 100 years ago in Beirut. It started as a music school, and slowly grew to acquire the title of Higher Conservatory.

Its missions are to:

DEMOCRATIZE music education with affordable classes

FORM competent musicians who complete professional diplomas

CONSERVE the local musical heritage, history and culture

SPREAD music through concerts & performances

The Lebanese Philharmonic Orchestra and the Lebanese Oriental Orchestras were founded within the Conservatory. Their purpose is to promote classical and middle-eastern music in Lebanon and world-wide.

IDENTITY

COMMUNICATION



mono-lingual



inconsistent



or too consistent

Why change it?

Negative brand associations (according to a survey conducted by yours truly in October 2020)

“Old”, “scary”, “neglected”

To help it achieve its goals

To address its main challenges:

Lack of funds, decreased general interest, lack of visibility

Exciting changes are coming:

New building, new university-level diploma

The president wants to! :)

Purpose of the Project

Revive the Lebanese National Higher Conservatory of Music, and the institution's communication with potential students & donors

Create distinct **sub-identities** for the Oriental Orchestra and the Philharmonic Orchestra

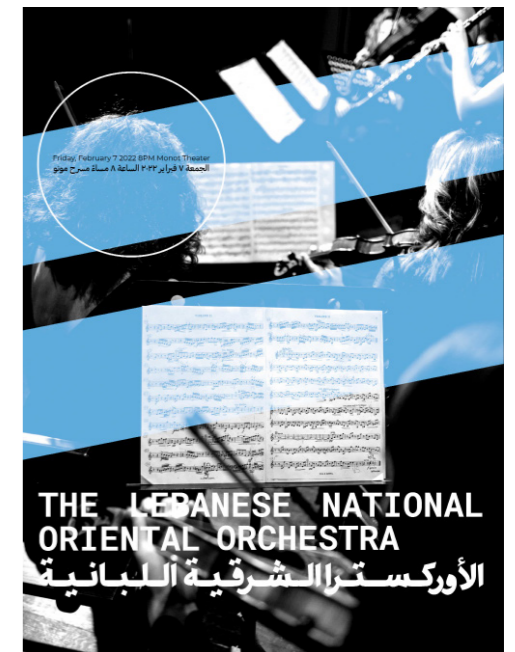
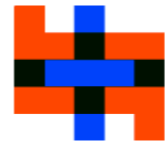
Participate in the Conservatory's mission to **democratize** music education and **preserve** the local heritage

Build an identity that represents the institution's **values & purpose**

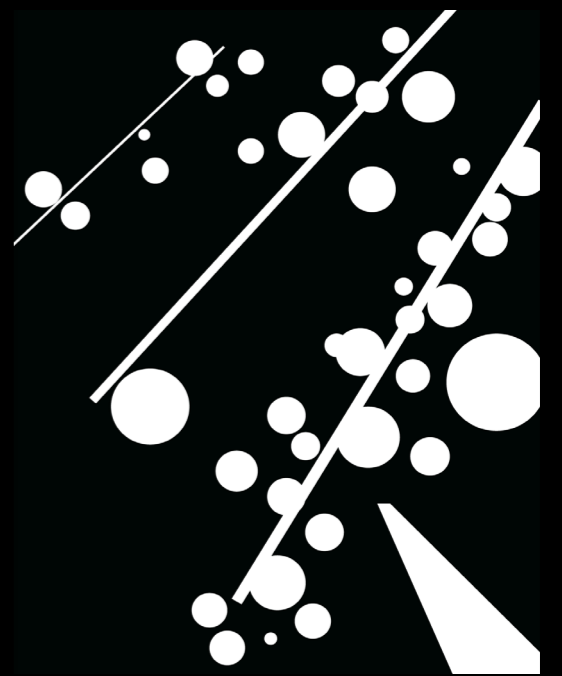
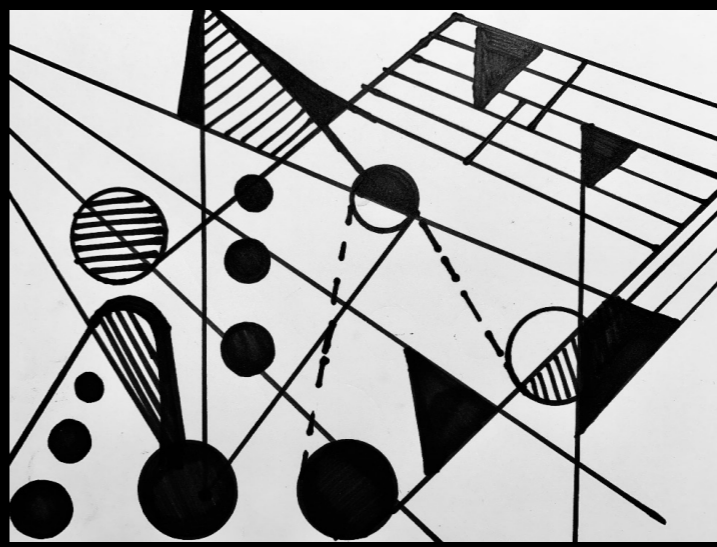
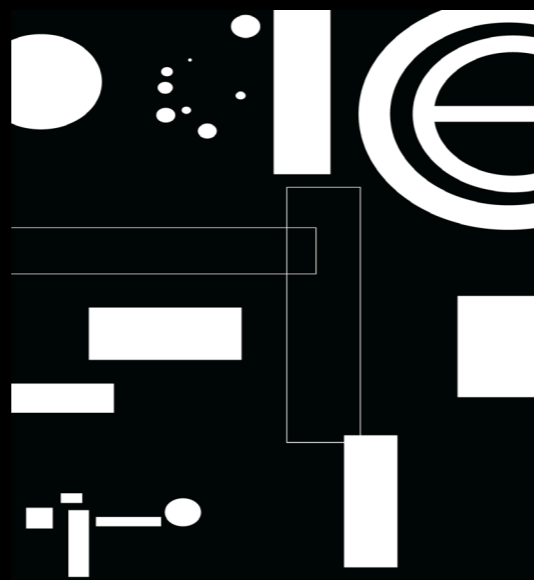
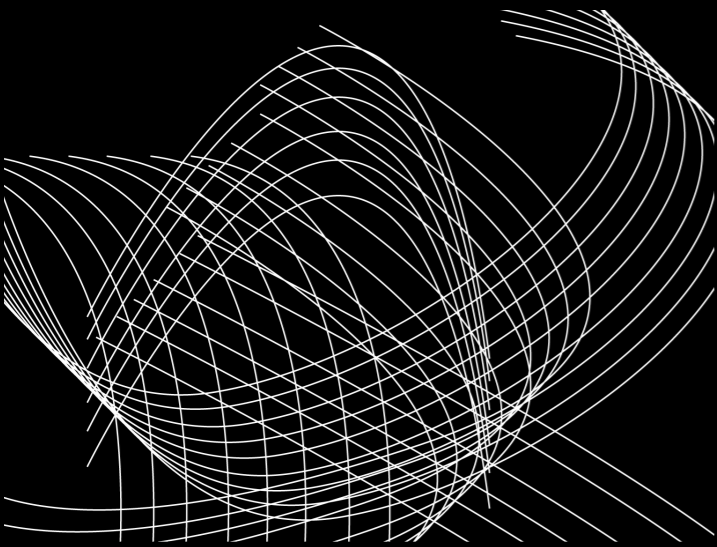
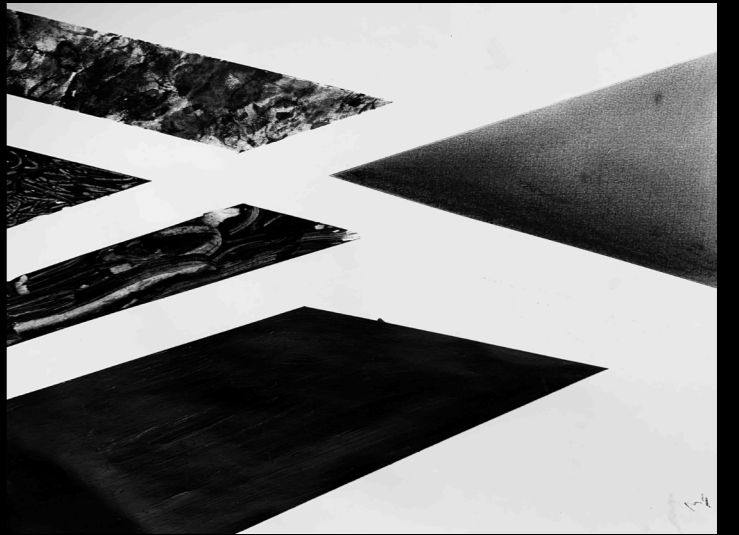
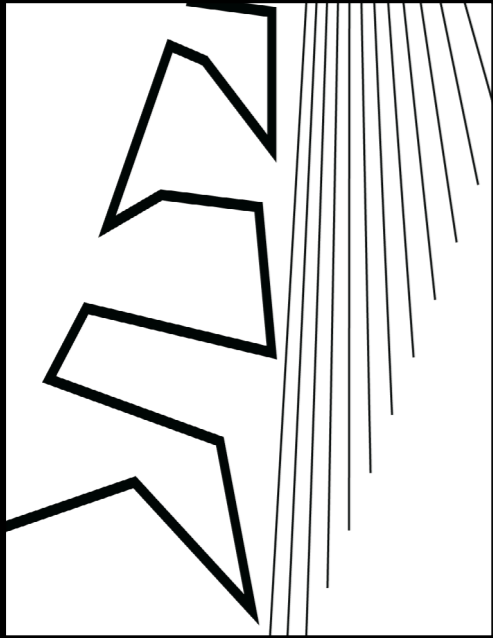
Establish a **communication strategy** to attract donors & fund the Conservatory and the Orchestras

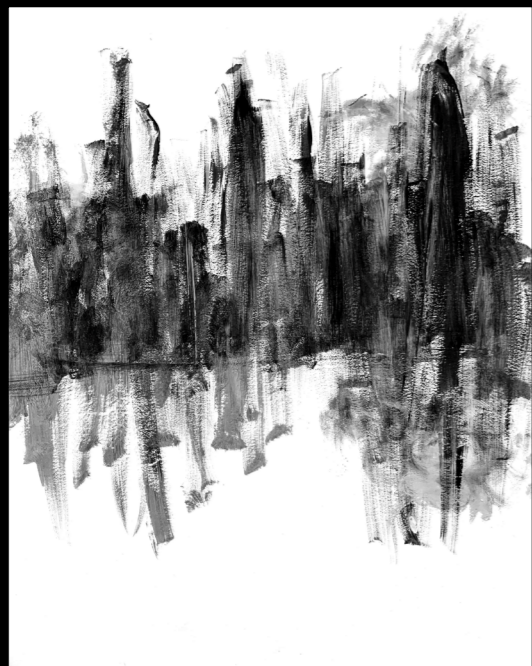
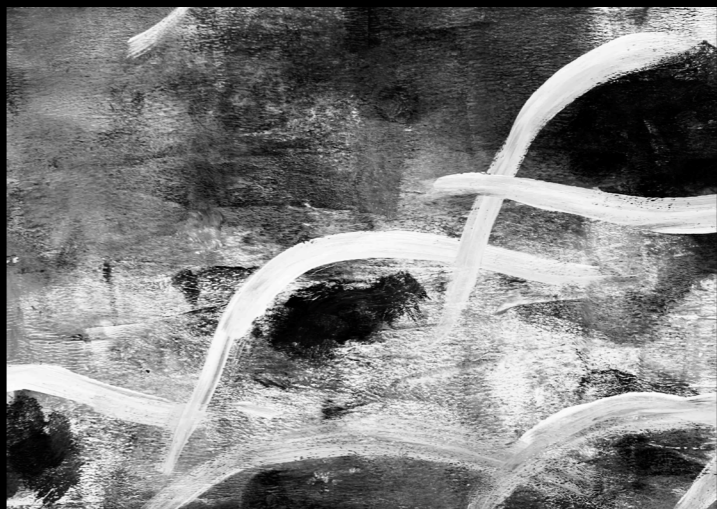
Research & Explorations

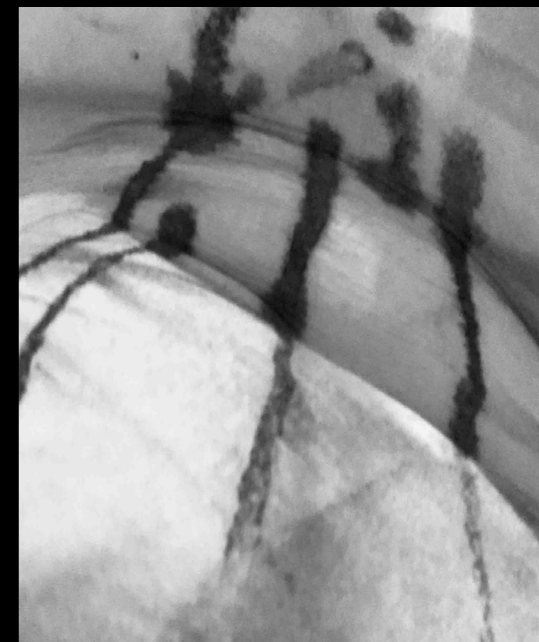
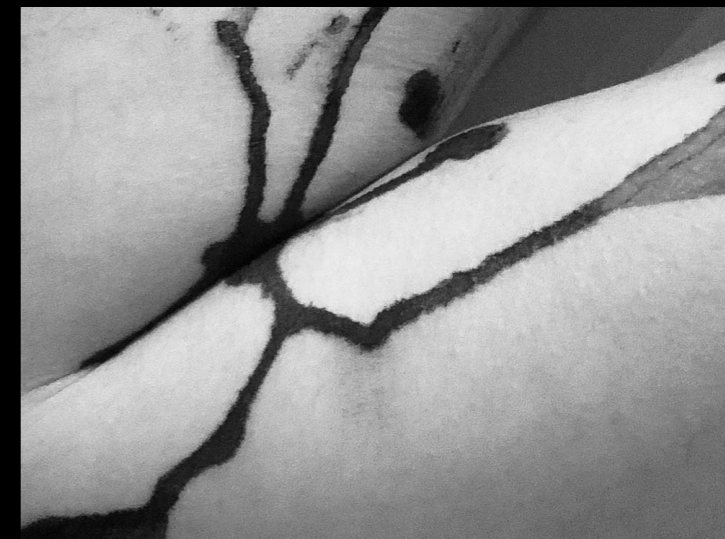
How can music be expressed with visuals?



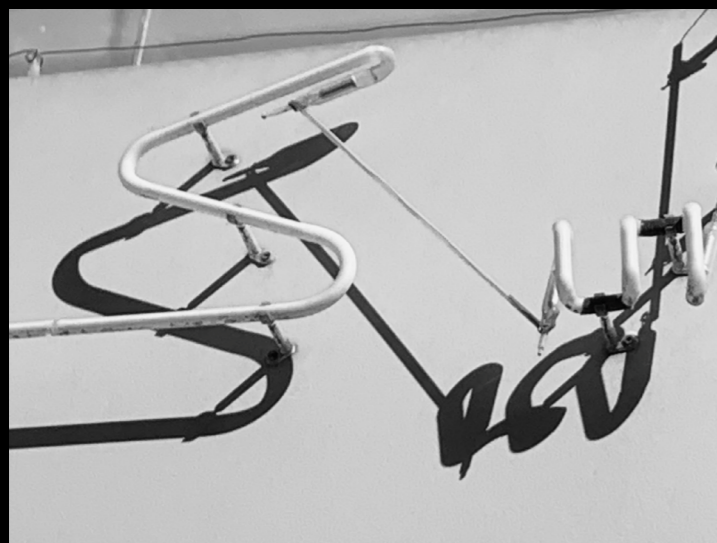
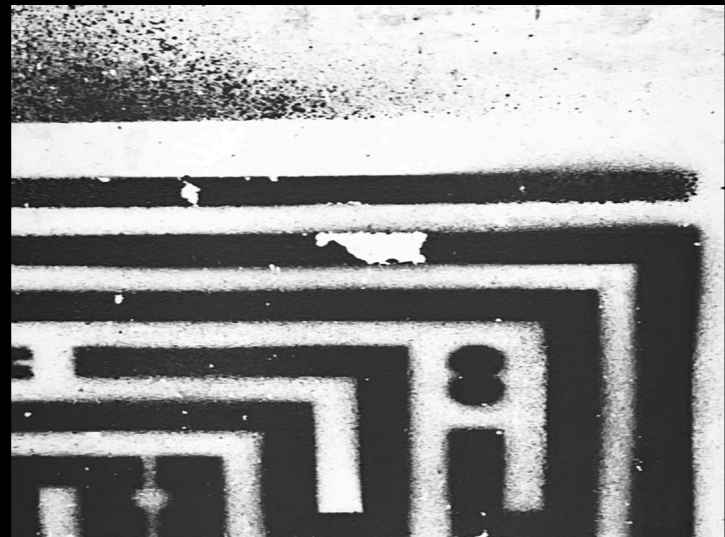
CODYFYING VS. EXPRESSING











EMBRACING THE FUNDAMENTAL
DICHOTOMY: ORGANIC / GEOMETRIC

LEBANESE CONSERVATORY OF MUSIC

THE ARCHITECTURE

THE LEBANESE NATIONAL HIGHER CONSERVATORY OF MUSIC

15 branches

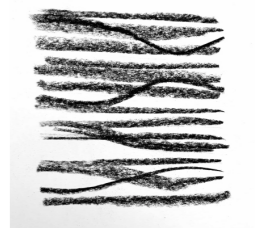
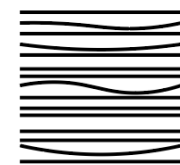
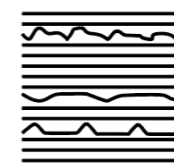
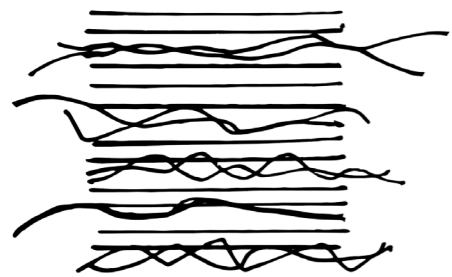
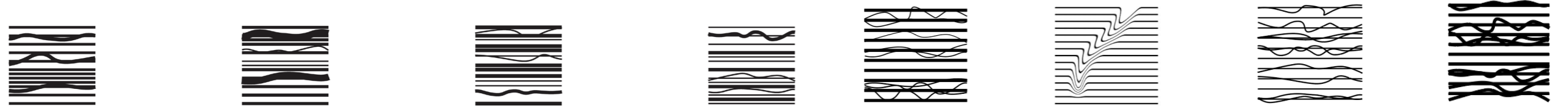
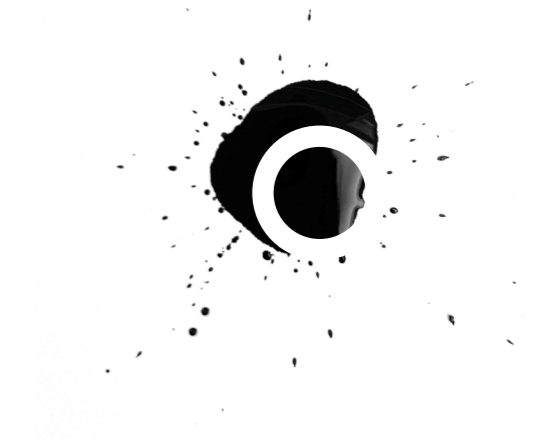
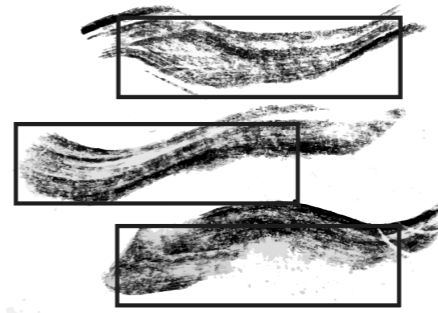
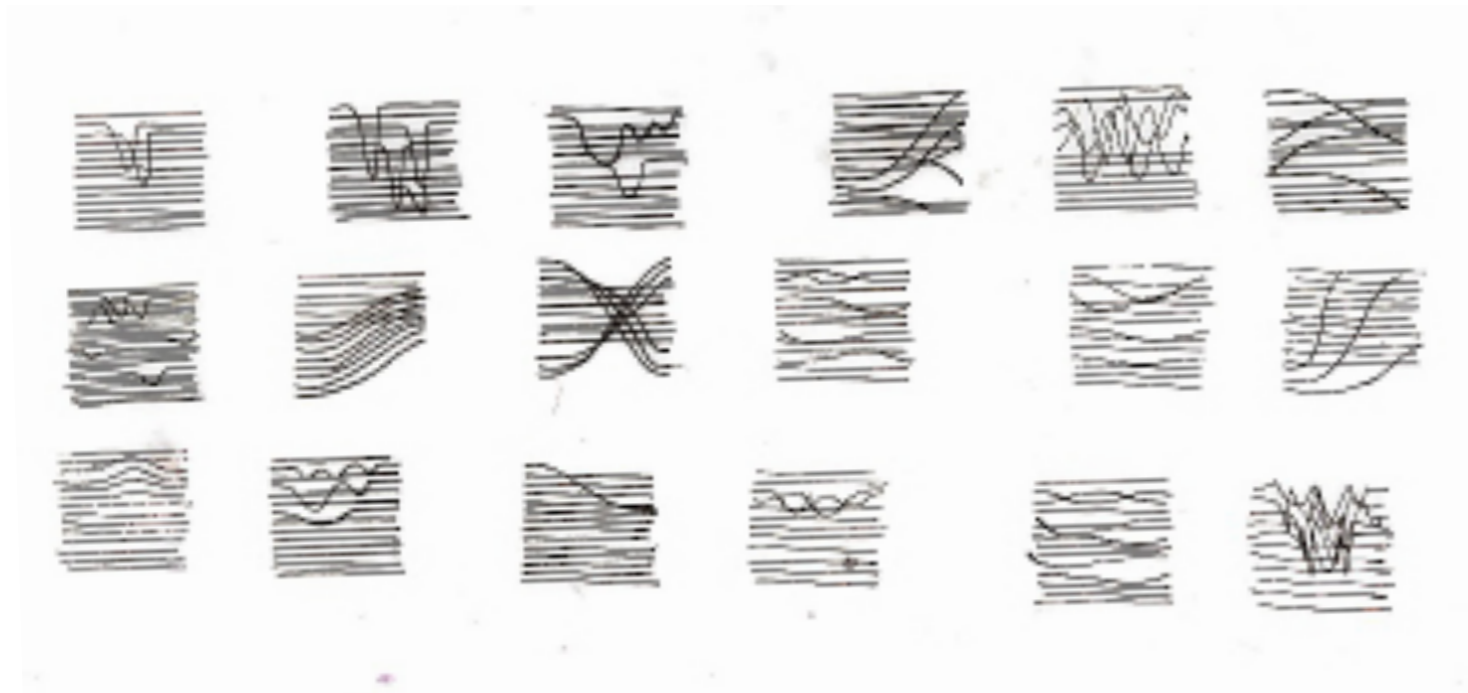
7 departments

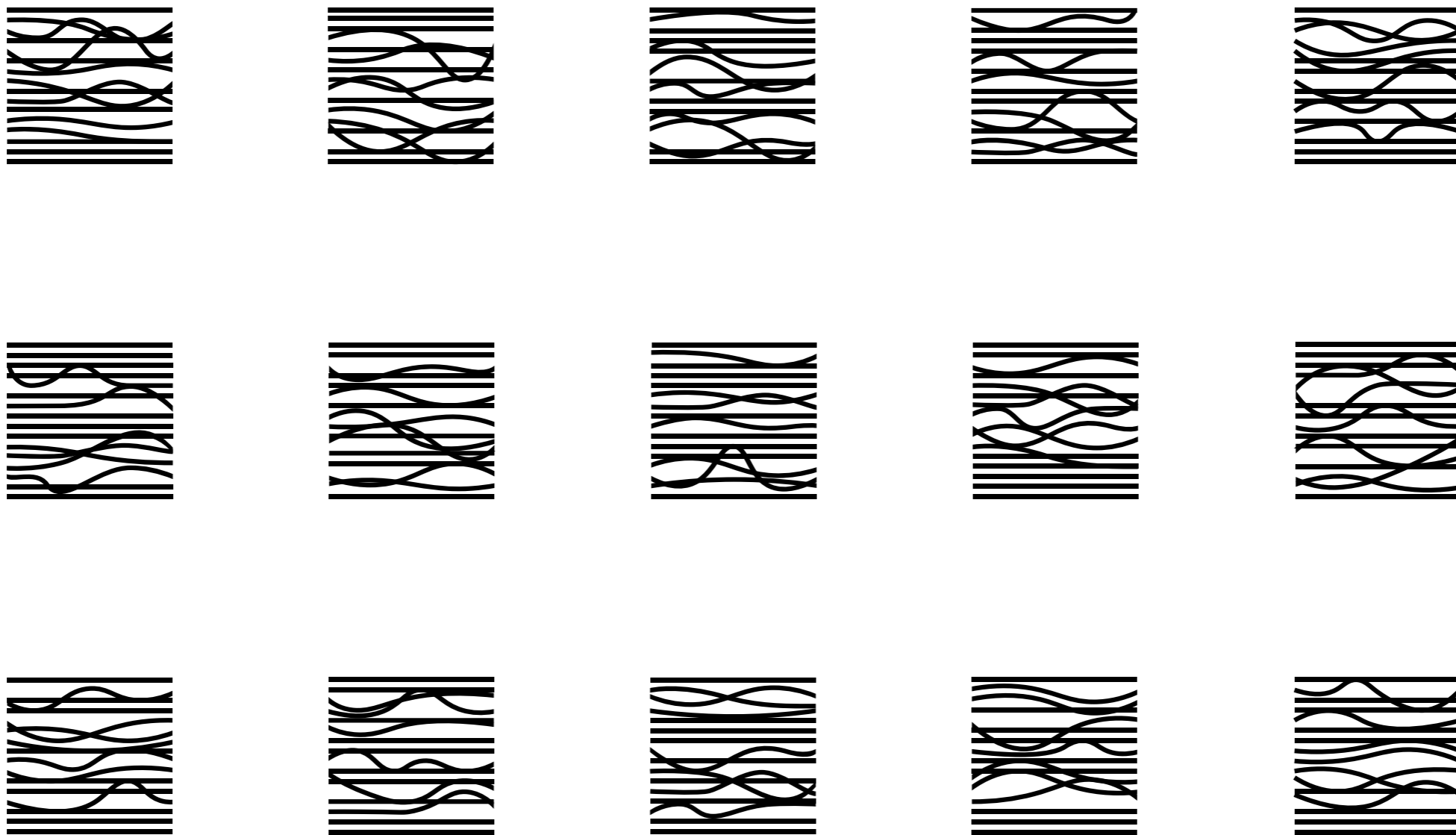
The Lebanese Philharmonic Orchestra

The Lebanese Oriental Orchestra

LEBANESE CONSERVATORY OF MUSIC

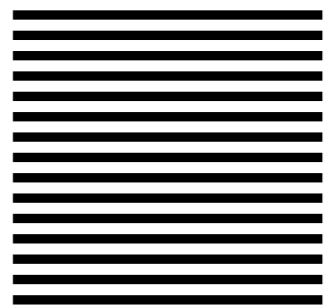
THE LOGO



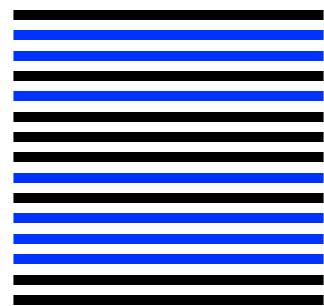


LEBANESE NATIONAL CONSERVATORY OF MUSIC

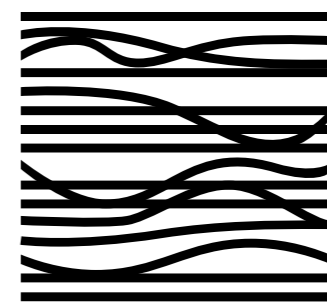
LOGO: EMBLEM



15 lines / 15 geographical
branches



7 organic lines / 7 musical
departments



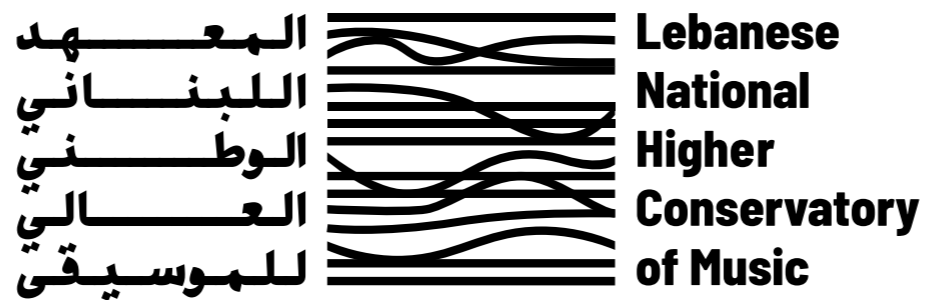
product

LEBANESE NATIONAL CONSERVATORY OF MUSIC

LOGO: EMBLEM SYSTEM

Geometry = justified

Meshki Regular



Organic = ragged

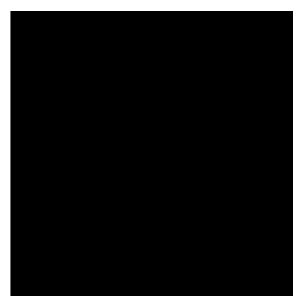
Barlow Semi Condensed
Extra Bold

LEBANESE NATIONAL CONSERVATORY OF MUSIC

LOGO: TYPOGRAPHY



#ffffff



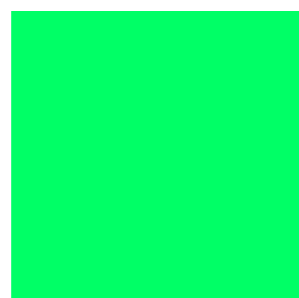
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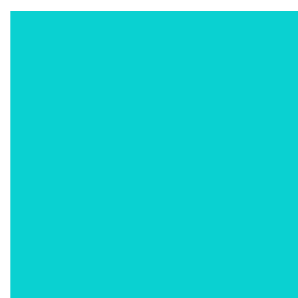
#0033ff

Primary palette

Highlight color



#00ff66



#0ad1d1



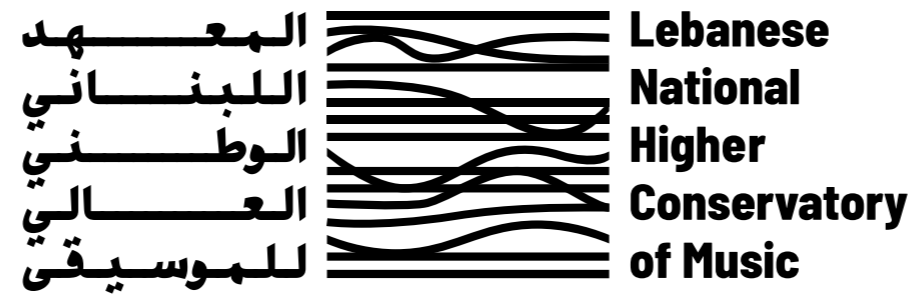
#9933ff



#ff6633

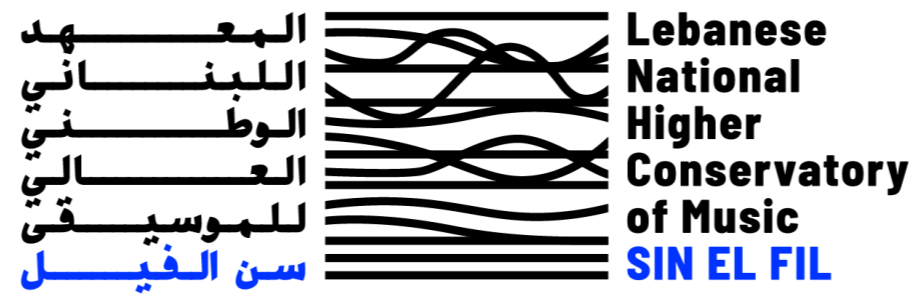


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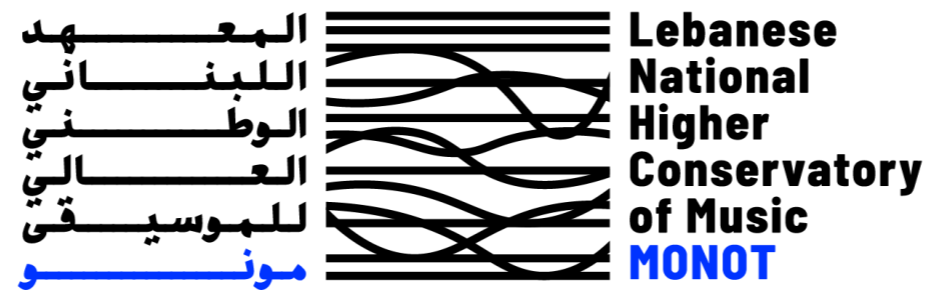
LEBANESE NATIONAL CONSERVATORY OF MUSIC

MAIN LOGO



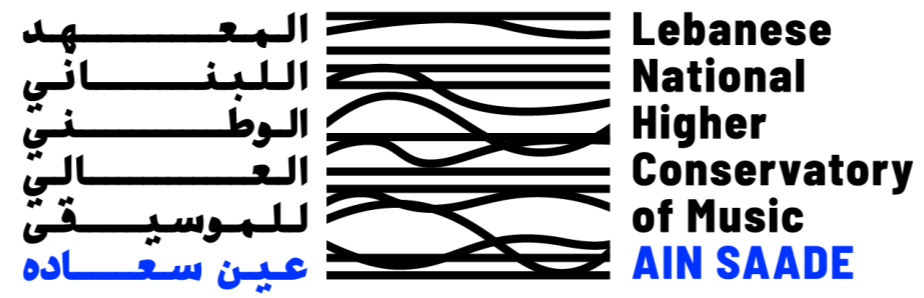
LEBANESE NATIONAL CONSERVATORY OF MUSIC

BRANCHES



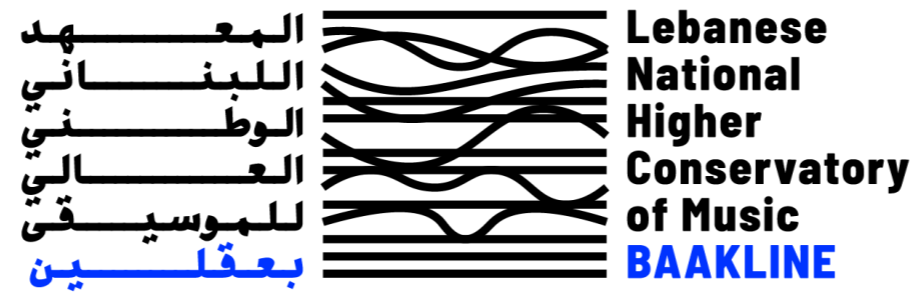
LEBANESE NATIONAL CONSERVATORY OF MUSIC

BRANCHES



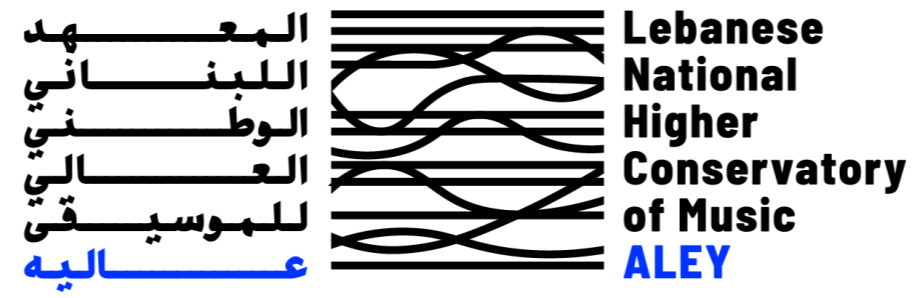
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BRANCHES



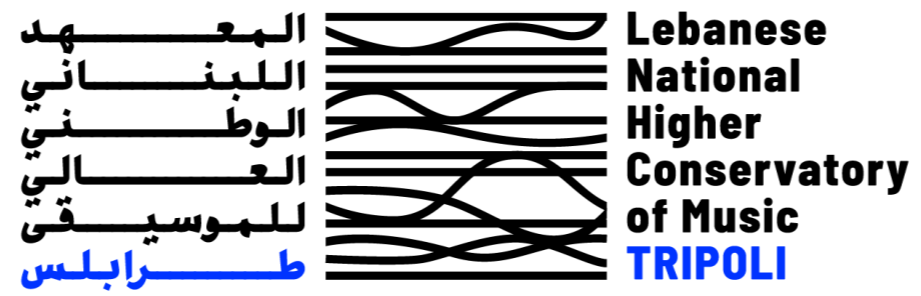
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BRANCHES



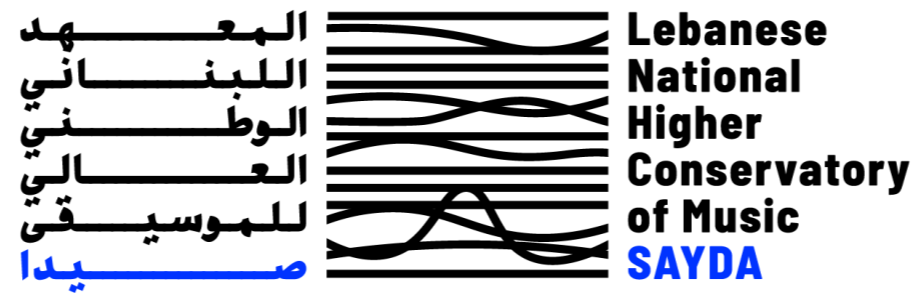
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BRANCHES



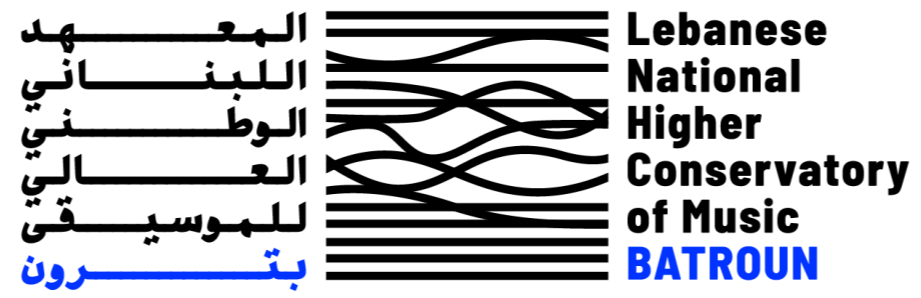
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BRANCHES



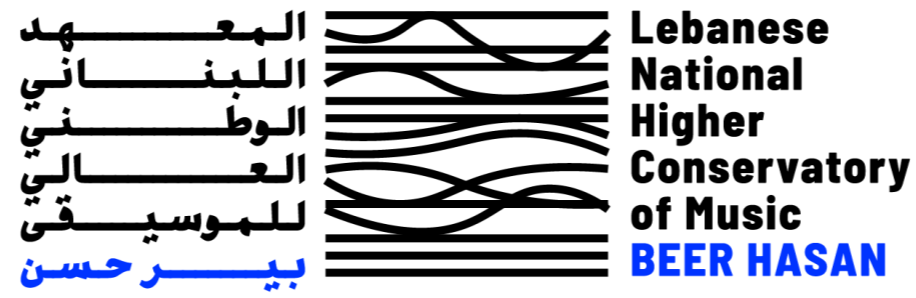
LEBANESE NATIONAL CONSERVATORY OF MUSIC

BRANCHES



LEBANESE NATIONAL CONSERVATORY OF MUSIC

BRANCHES



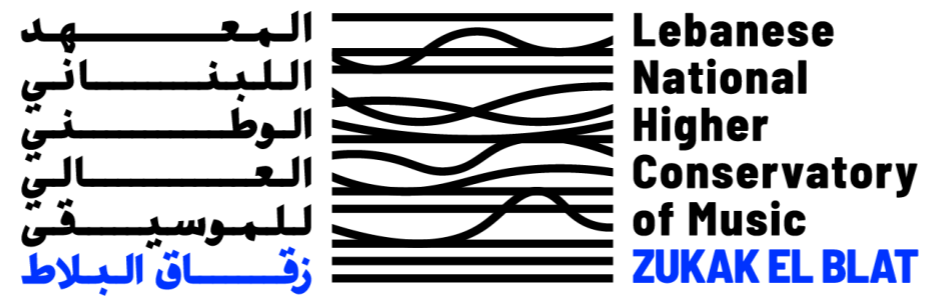
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BRANCHES



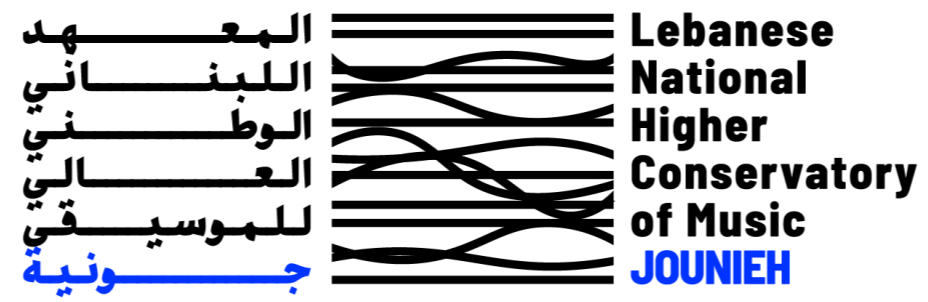
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BRANCHES



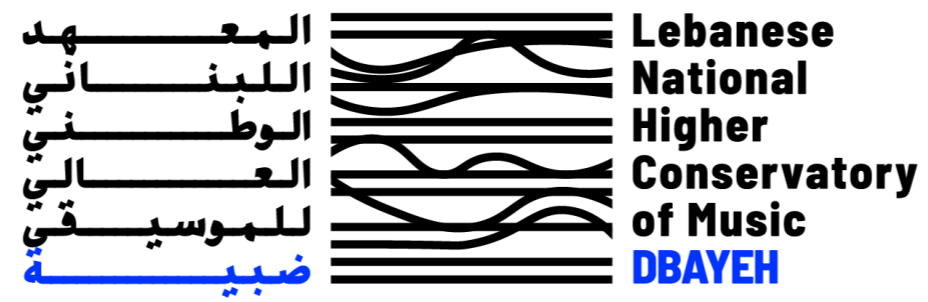
LEBANESE NATIONAL CONSERVATORY OF MUSIC

BRANCHES



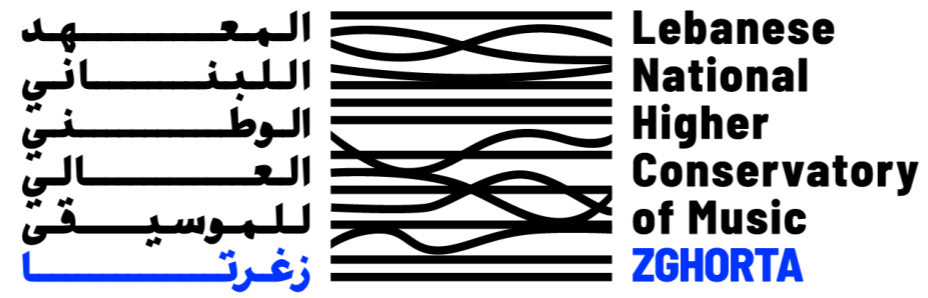
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BRANCHES



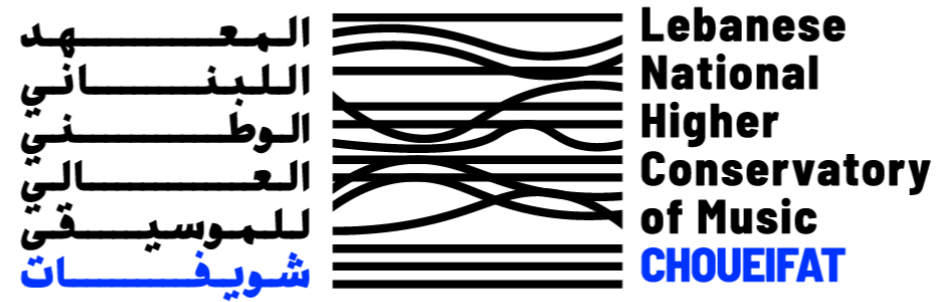
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BRANCHES



LEBANESE NATIONAL CONSERVATORY OF MUSIC

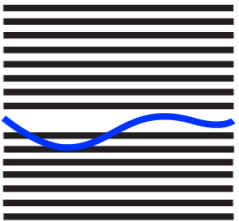
BRANCHES



LEBANESE NATIONAL CONSERVATORY OF MUSIC

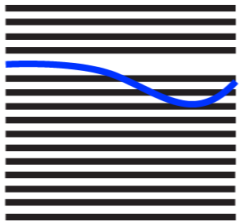
BRANCHES

المعهد
اللبناني
الوطني
العالي
للموسيقى
الشرقية



Lebanese
National
Higher
Conservatory
of Music
oriental

المعهد
اللبناني
الوطني
العالي
للموسيقى
آلات النفخ



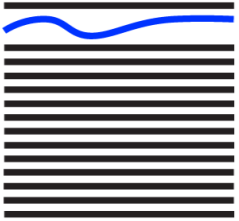
Lebanese
National
Higher
Conservatory
of Music
woodwinds

المعهد
اللبناني
الوطني
العالي
للموسيقى
النظرية



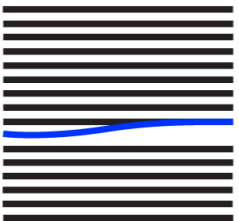
Lebanese
National
Higher
Conservatory
of Music
theory

المعهد
اللبناني
الوطني
العالي
للموسيقى
قصر



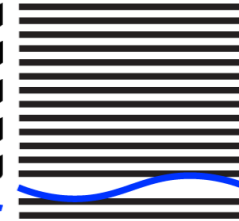
Lebanese
National
Higher
Conservatory
of Music
percussions

المعهد
اللبناني
الوطني
العالي
للموسيقى
الصوتية



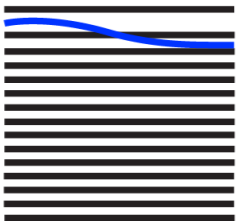
Lebanese
National
Higher
Conservatory
of Music
vocal arts

المعهد
اللبناني
الوطني
العالي
للموسيقى
جاز



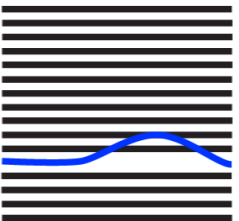
Lebanese
National
Higher
Conservatory
of Music
jazz

المعهد
اللبناني
الوطني
العالي
للموسيقى
آلات وترية



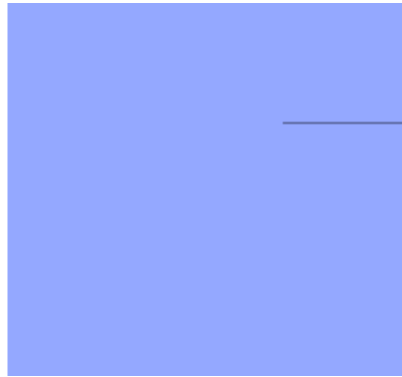
Lebanese
National
Higher
Conservatory
of Music
strings

المعهد
اللبناني
الوطني
العالي
للموسيقى
المفاتيح



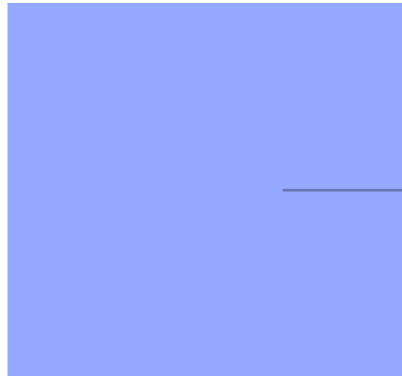
Lebanese
National
Higher
Conservatory
of Music
keyboards

branch emblem



english

arabic



department emblem

department name *bilingual



LEBANESE NATIONAL CONSERVATORY OF MUSIC



DEPARTMENTS x BRANCHES



LEBANESE NATIONAL CONSERVATORY OF MUSIC

DEPARTMENTS x BRANCHES

LEBANESE CONSERVATORY OF MUSIC

THE SUB-IDENTITIES



LEBANESE NATIONAL CONSERVATORY OF MUSIC

SUB-IDENTITY

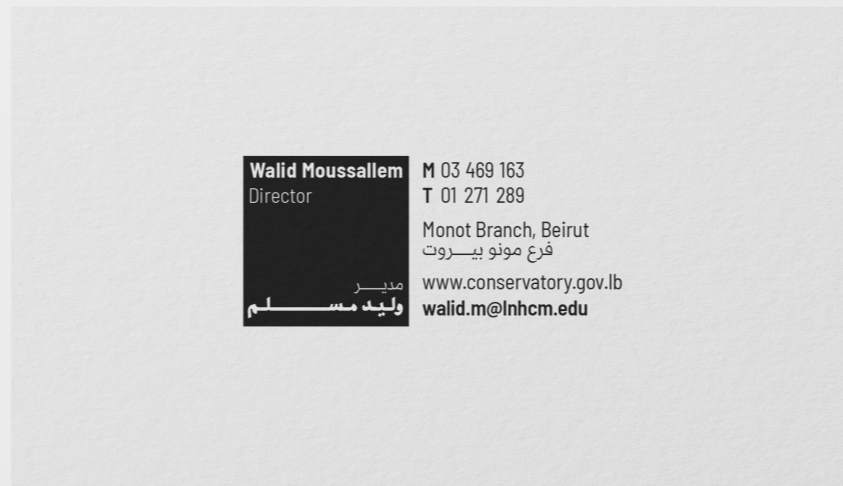
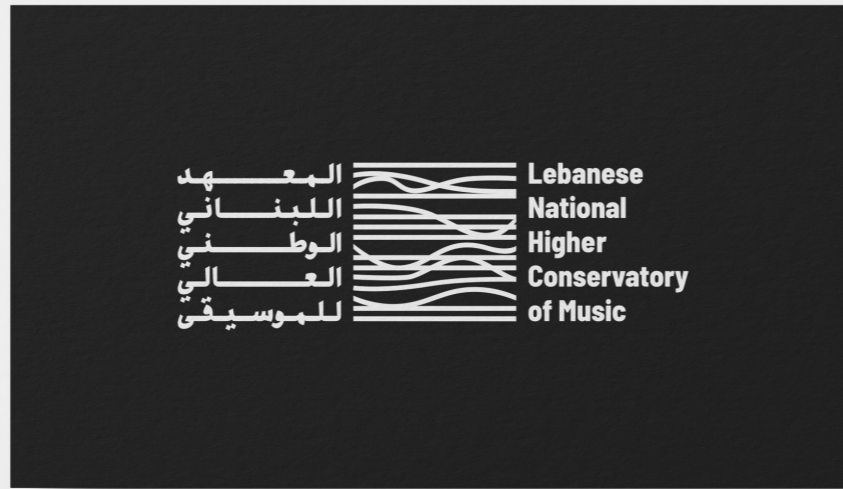


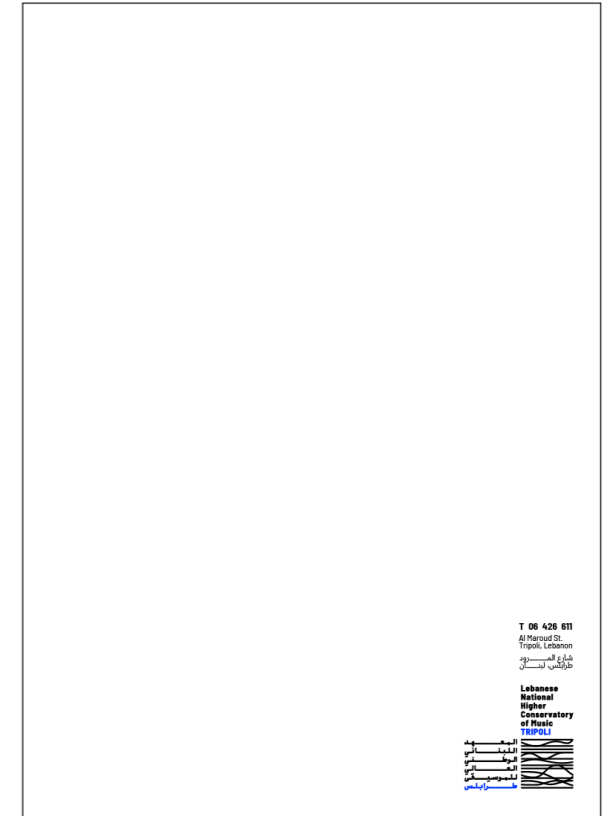
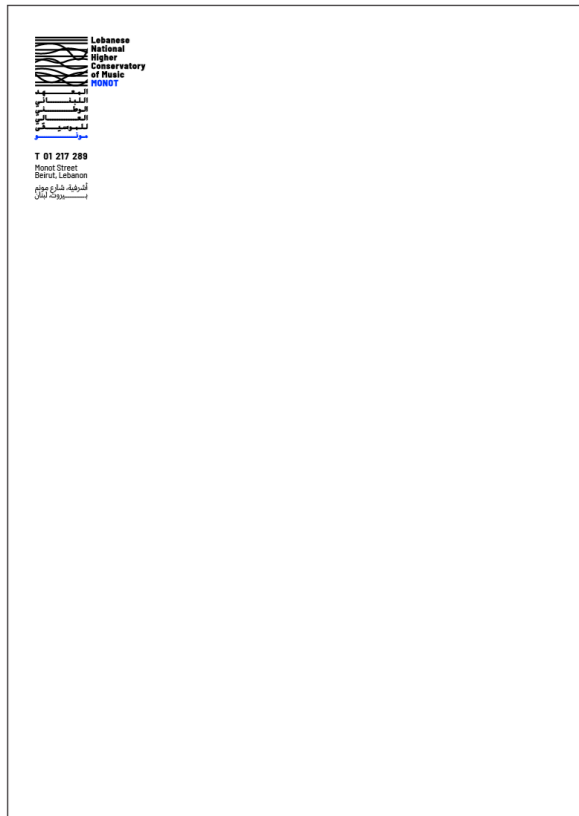
LEBANESE NATIONAL CONSERVATORY OF MUSIC

SUB-IDENTITY

LEBANESE CONSERVATORY OF MUSIC

APPLICATION: STATIONERY





LEBANESE NATIONAL CONSERVATORY OF MUSIC

LETTERHEAD / ENVELOPES

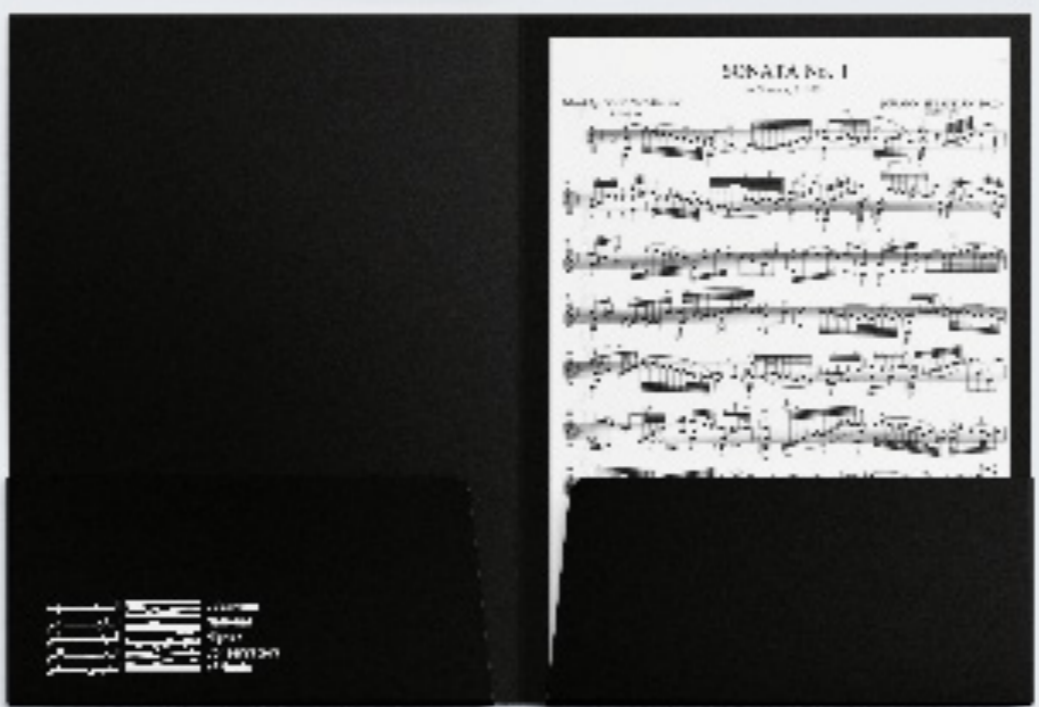
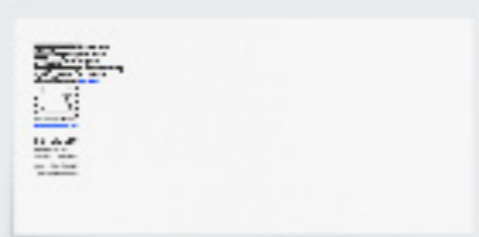
STUDENT ID

بطاقة

student name	إسم الطالب
Myriam Khoury	ميريم خوري
date of birth	تاريخ الولادة
27-02-1999	١٩٩٩-٢-٢٧
Instrument	آلة الدراسة
PIANO	بيانو



المعهد البيّناني الوطّاني العالي للموسيقى		Lebanese National Higher Conservatory of Music
-------------------------------------------------------	--	------------------------------------------------------------





Lebanese
Oriental
Orchestra

الأوركسترا
الشرقية
البنانية

Celine Waked
Oud

عود
سليمان واكد

M 76 239 278
T 01 271 289

Beirut, Lebanon
بيروت، لبنان

www.loo.gov.lb
celine.w@loo.gov.lb



Sergei Dayan
First Violin

كمان الأول
سرجاي ديوان

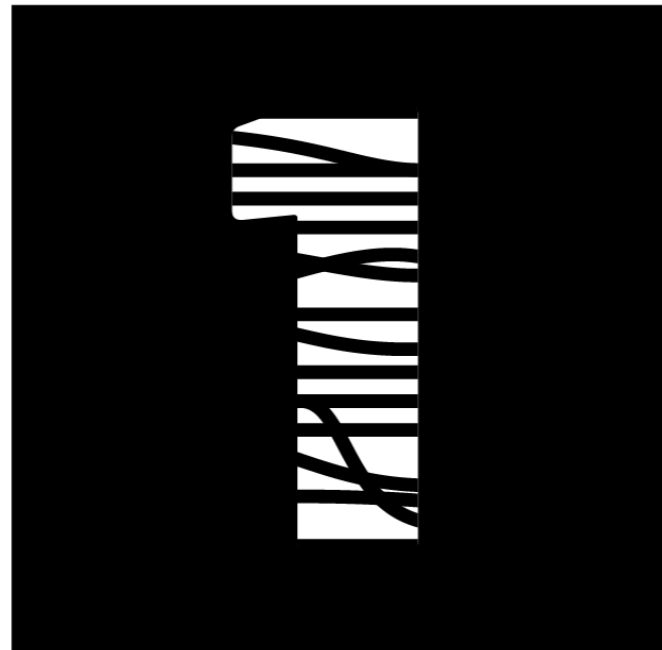
M 71 893 092
T 01 271 289

Beirut, Lebanon
بيروت، لبنان

www.lpo.gov.lb
sergei.d@lpo.gov.lb

LEBANESE CONSERVATORY OF MUSIC

WAY-FINDING



rooms **120-111**

WC

rooms **130-121**

rooms **130-121**



Piano Room
غرفة بيانو

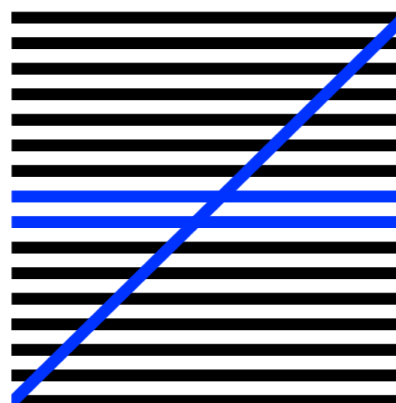


Solfeggio &
Music Theory
سولفيجيو
ونظرية
الموسيقى



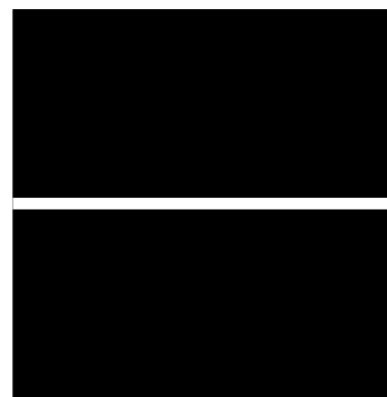
Drums Room
غرفة الفرع

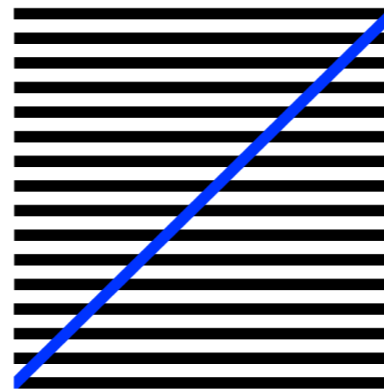
department emblem



NO SMOKING

ممنوع
التدخين





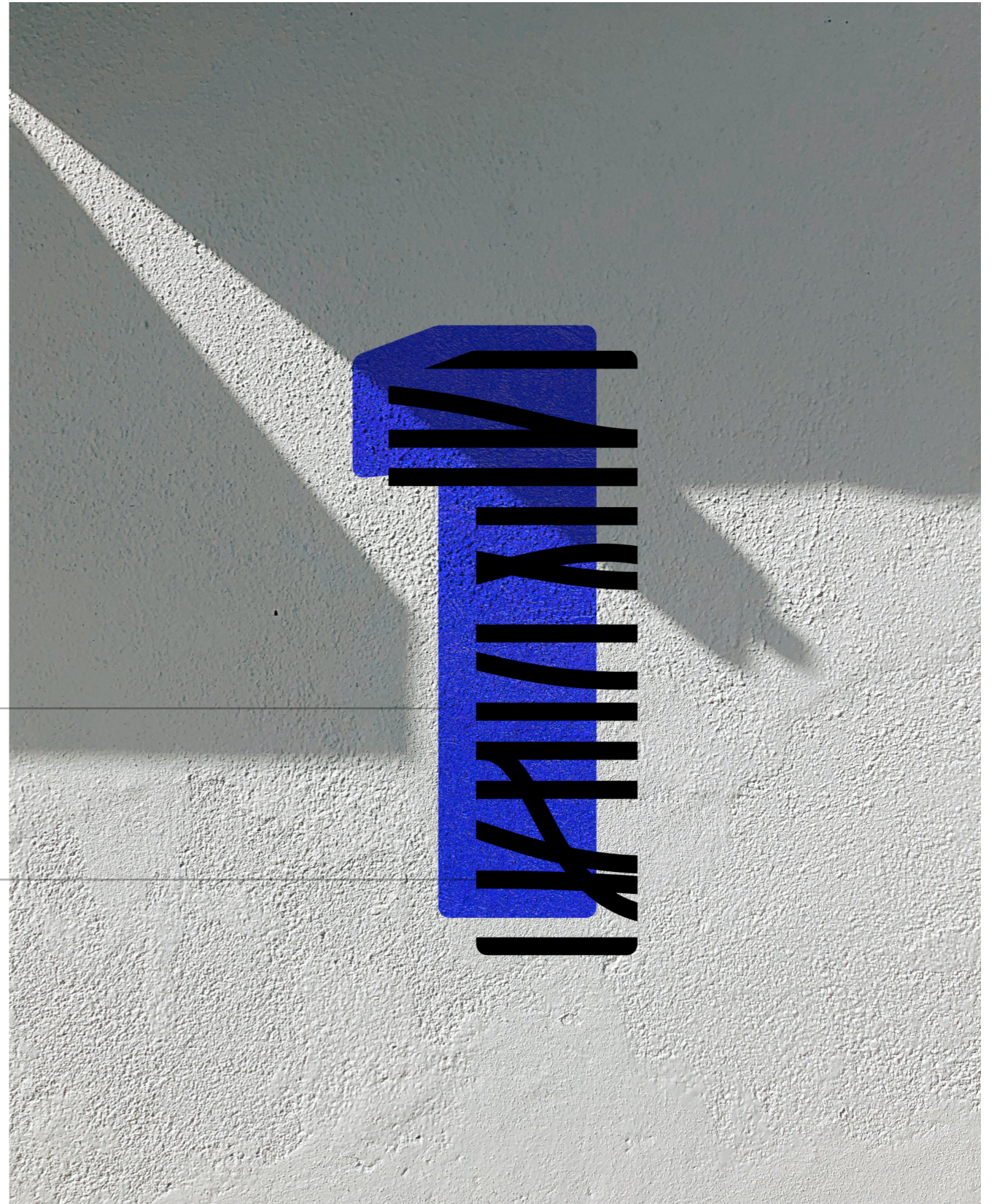
FACULTY ONLY
الأساتذة فقط

IDENTIFICATION SIGNS



paint

vinyl





LEBANESE NATIONAL CONSERVATORY OF MUSIC

WAY-FINDING

LEBANESE CONSERVATORY OF MUSIC

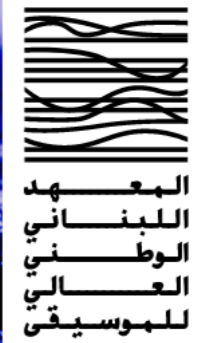
WEBSITE HOMEPAGE



SPOTLIGHT

THE QANUN

Lebanese
National
Higher
Conservatory
of Music



المعهد
الليبناني
الوطني
العالي
للموسيقى

NEWS

Alexandra Derkaloustian wins the Master of Strings International Violin Competition

ACADEMIC

Final Exams Schedule (2021)

EVENT

The String Ensemble in concert

NEWS

ACADEMIC CALENDAR

July 30 2021
Last day of registration for
the year 2021/22

October 21 2021
Classes begin for all
instruments

December 1 2021
Registration starts for the
second semester

STUDENTS

EVENTS

NEWS

MISSION

CONTACT

عربي

POSTERS

POSTERS

POSTERS



Lebanese
Oriental
Orchestra
الأوركسترا
الشرقية
اللبنانية

ذكي نصف

SUNDAY MAY 10, 2021 8PM

٨ مساءً

ASSEMBLY HALL, AUB روت

الأحد ٩ أيار ٢٠٢١، الساعة

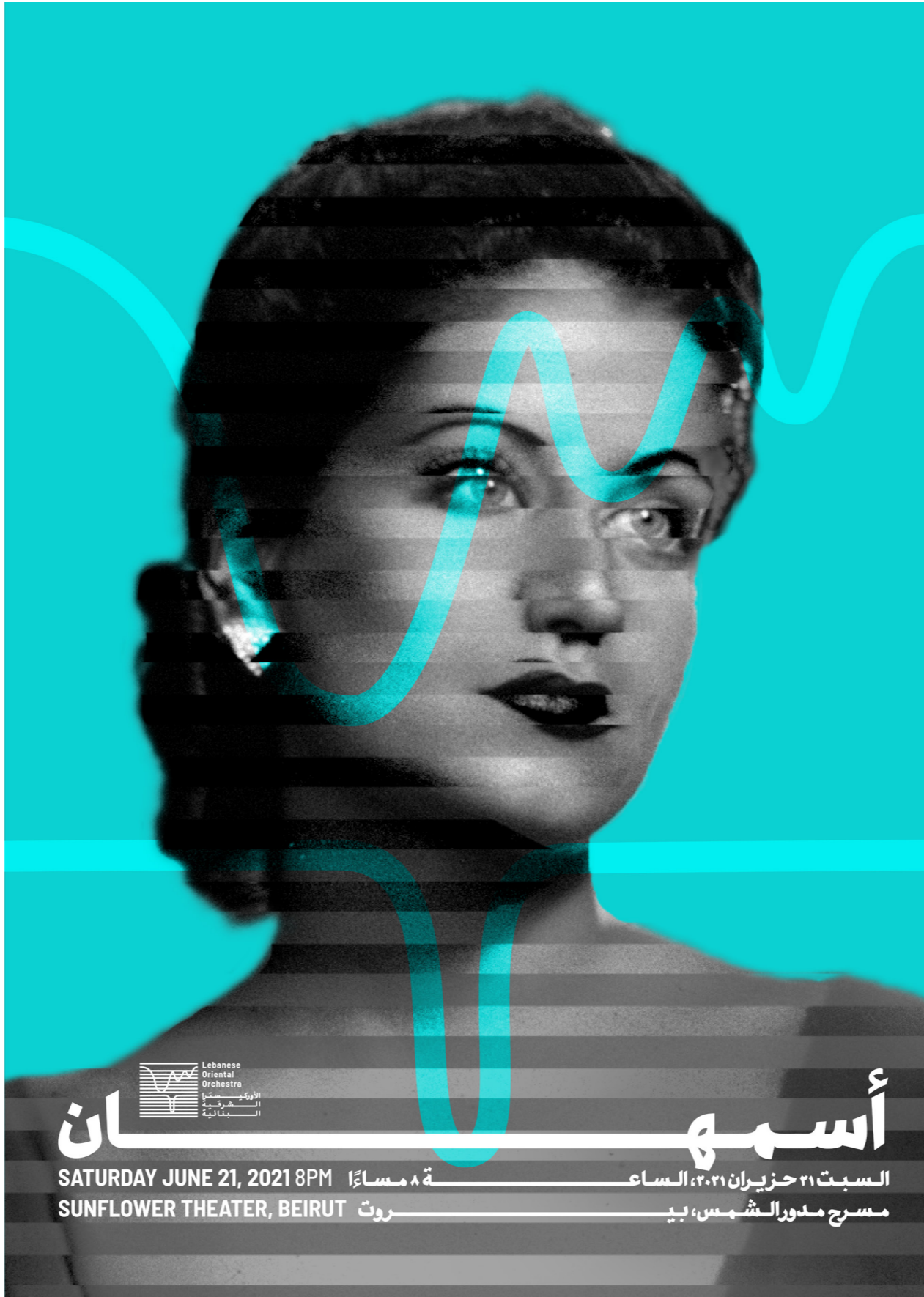
الجامعة الأميركية في بيروت



أم كلثوم

الجمعة ١ آب ٢٠٢١، الساعة ٧ مساءً
مسرح المدينة، بيروت

FRIDAY AUGUST 1, 2021 7PM
MADINA THEATER, BEIRUT



ان

أسسه

السبت ٢١ حزيران ٢٠٢١، الساعة ٨ مساءً
مسرح مدور الشمس، بيروت

SATURDAY JUNE 21, 2021 8PM
SUNFLOWER THEATER, BEIRUT روت

ذكي نصيف
 SUNDAY MAY 10, 2021 8PM
 ASSEMBLY HALL, BEIRUT

الأحد 10 أيار 2021 الساعة 8 مساءً
 القاعة الجمعية للاوبرا في بيروت

أم كلثوم
 FRIDAY AUGUST 1, 2021 7PM
 MAGNA THEATER, BEIRUT

الجمعة 1 آب 2021 الساعة 7 مساءً
 مسرح المغنا في بيروت

أسمة ان
 SATURDAY JUNE 21, 2021 8PM
 SUNFLOWER THEATER, BEIRUT

السبت 21 حزيران 2021 الساعة 8 مساءً
 مسرح مغوار الشمس في بيروت

استوديوه للايجار، استوديو، استوديو للايجار

Studio For Rent, Studio For Rent, Studio For Rent

Ashrafieh Sa., Ashrafieh Sassine, Ashrafieh Sa.

70 874219, 70 874219, 70 874219

The Lebanese National Higher Conservatory of Music
& the Ministry of Culture present

LUDWIG VAN BEETHOVEN

THURSDAY DECEMBER 3, 2021 8PM
ST JOSEPH CHURCH

الخميس ٣ كانون الأول ٢٠٢١
كنيسة ماريوسف

 Lebanese
Philharmonic
Orchestra
الأوركسترا
الوطنية
الموسيقية



The Lebanese National Higher Conservatory of Music
& the Ministry of Culture present

PYOTR ILYCH TCHAIKOVSKY

THURSDAY DECEMBER 3, 2021 8PM
ST JOSEPH CHURCH

الخميس ٣ كانون الأول ٢٠٢١
كنيسة ماريوسف



The Lebanese National Higher Conservatory of Music
& the Ministry of Culture present

FRANCESCA CACCINI

THURSDAY DECEMBER 3, 2021 8PM
ST JOSEPH CHURCH

الخميس ٣ كانون الأول ٢٠٢١
كنيسة ماري يوسف




The Lebanese National Higher Conservatory of Music
& the Ministry of Culture present

LUDWIG VAN BEETHOVEN

THURSDAY DECEMBER 3, 2021 8PM
ST JOSEPH CHURCH

الخميس ٣ كانون الأول ٢٠٢١
كنيسة مار يوسف

Lebanese Philharmonic Orchestra
الأوركسترا الفيلهارمونية اللبنانية




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& the Ministry of Culture present

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كنيسة مار يوسف

Lebanese Philharmonic Orchestra
الأوركسترا الفيلهارمونية اللبنانية





The Lebanese National Higher Conservatory of Music
& the Ministry of Culture present

 **Lebanese
Philharmonic
Orchestra**
الأوركسترا
الوطنية
اللبانية

**SUNDAY NOVEMBER 13, 2021 8PM
PIERRE ABOU KHATER THEATER**

الأحد ١٣ تشرين الثاني ٢٠٢١
الساعة ٨ مساءً
مسرح بيار أبو خاطر

جيوسيبي فيردي Giuseppe Verdi
موزارت Wolfgang Amadeus Mozart
بـاخ Johann Sebastian Bach
جبرائيل يارد Gabriel Yared

The Lebanese National Higher Conservatory of Music
& the Ministry of Culture present



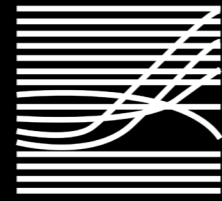
FRIDAY DECEMBER 21, 2021 8PM
SAINT JOSEPH CHURCH, BEIRUT

الأحد ١٣ تشرين الثاني ٢٠٢١
الساعة ٨ مساءً
مسرح بيار أبو خاطر

Maurice Ravel ————— ل موريس رافيه
Georges Bizet ————— زييه جورج بييه



The Lebanese National Higher Conservatory of Music
& the Ministry of Culture present



Lebanese
Philharmonic
Orchestra

الأوركسترا
الوطنية
البنانية

SUNDAY AUGUST 25, 2021 8PM
AL MADINA THEATER, HAMRA

الأحد ١٣ تشرين الثاني ٢٠٢١
الساعة ٨ مساءً
مسرح بي ———— أرابو خاطر

Dmitri Shostakovich شوستاكوفيتش
Joseph Haydn جوزيف هايدن
Ludwig Van Beethoven بيتوفن





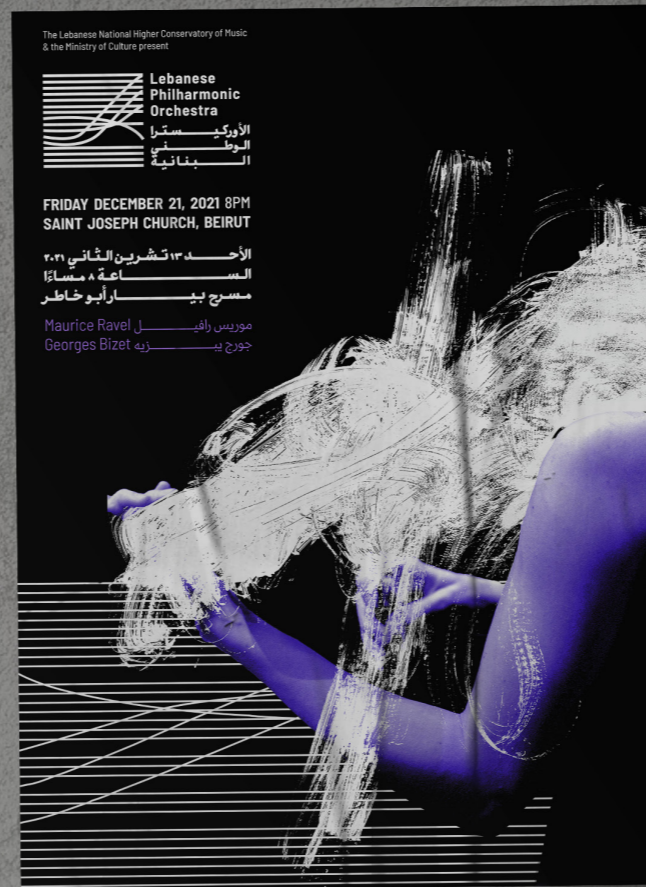
The Lebanese National Higher Conservatory of Music
& the Ministry of Culture present

Lebanese Philharmonic Orchestra
الأوركسترا الوطنية اللبنانية

SUNDAY NOVEMBER 13, 2021 8PM
PIERRE ABOU KHATER THEATER

الأحد ١٣ تشرين الثاني ٢٠٢١
الساعة ٨ مساءً
مسرح بيروا أبو خاطر

جوسبيني فيردي Giuseppe Verdi
موزارت Wolfgang Amadeus Mozart
بهاخ Johann Sebastian Bach
جبرائيل ياريد Gabriel Yared



The Lebanese National Higher Conservatory of Music
& the Ministry of Culture present

Lebanese Philharmonic Orchestra
الأوركسترا الوطنية اللبنانية

FRIDAY DECEMBER 21, 2021 8PM
SAINT JOSEPH CHURCH, BEIRUT

الأحد ١٣ تشرين الثاني ٢٠٢١
الساعة ٨ مساءً
مسرح بيروا أبو خاطر

موريس رافيل Maurice Ravel
جورج بيزه Georges Bizet



The Lebanese National Higher Conservatory of Music
& the Ministry of Culture present

Lebanese Philharmonic Orchestra
الأوركسترا الوطنية اللبنانية

SUNDAY AUGUST 25, 2021 8PM
AL MADINA THEATER, HAMRA

الأحد ١٣ تشرين الثاني ٢٠٢١
الساعة ٨ مساءً
مسرح بيروا أبو خاطر

شوستاكوفيتش Dmitri Shostakovich
جوزيف هاين Joseph Haydn
بيتوفن Ludwig Van Beethoven

