

# BRANDING HERITAGE

How Msheireb Museums Connect Local Identity with Global  
Conversations

MOHAMMED AL YOUSUF

MANAGER-OPERATIONS & VISITOR RELATIONS

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# 01



## MSHEIREB MUSEUMS OVERVIEW



متاحف مشيرب  
MSHEIREB MUSEUMS



02



# VISUAL LANGUAGE



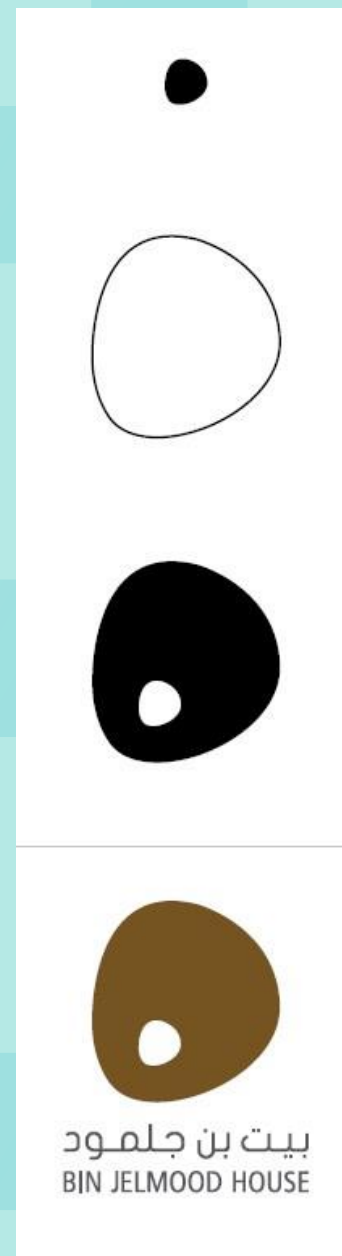
متاحف مشيرب  
MSHEIREB MUSEUMS

Bin Jelmoor House plays a pivotal role in raising awareness on the topic of history of slavery in the Indian Ocean region.

The house also showcases and pays tribute to human perseverance and celebrates the human spirit prevailing against all odds.

The visual identity represents a single organic unit embodying freedom and showcasing strength of the human spirit deeply embedded amongst the people of Qatar.

**It epitomises the conversation between people; where one unit echoes and adapts to the other while integrating it and together they celebrate the freedom of human spirit.**

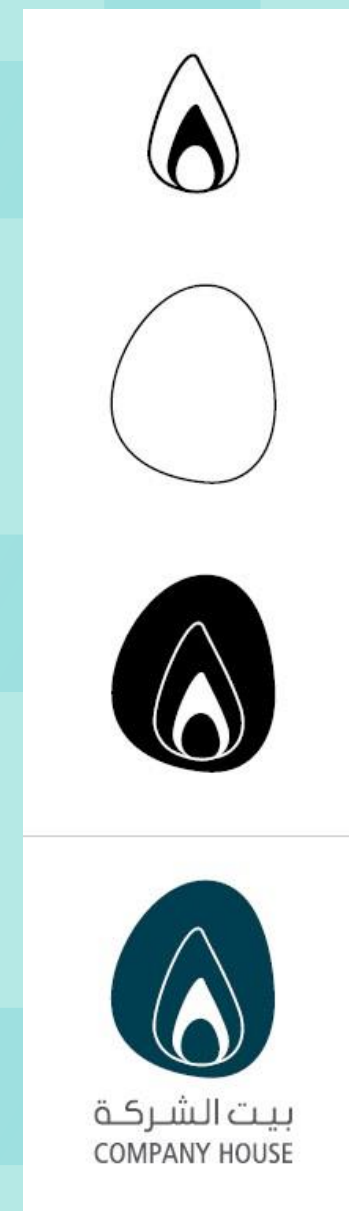


Company House was the headquarters for Qatar's first oil company.

This museum tells the story of the pioneering petroleum industry workers and their families, who transformed Qatar into a modern society and laid down the foundations for this emerging nation.

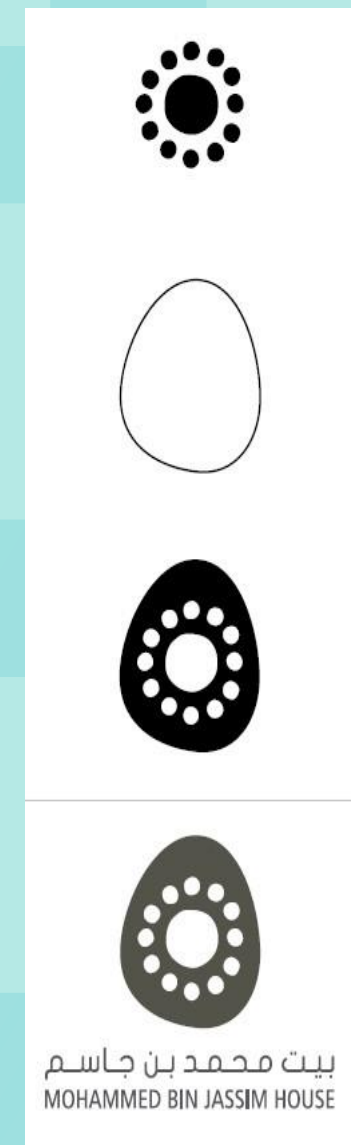
Undaunted by the challenges and setbacks, these Qatari pioneers demonstrated remarkable devotion and dedication to build a better future for country.

The visual identity represents the discovery of oil and gas; the first flame that lit the way for this nation's evolution. The flame embodies the all-enduring passion of the Qatari pioneers and the current generation's tenacity towards building a sustainable future. It is this passion that puts Qatar on the map as a source of ambition, growth and achievement for others to be inspired from and to follow the freedom of human spirit.



Mohammed Bin Jassim House takes us back to a time when life was much simpler and Doha looked very different from how it does today. It showcases the transformation of Msheireb over time through memories of its past and present while looking to the future. Built by the son of the founder of modern Qatar and Doha's long-time mayor, this museum addresses the past, present and sustainable aspects of Msheireb Downtown Doha. The visual identity represents the foundation of the community in Qatar's true downtown: Msheireb Downtown Doha. Symbolising different elements that contributed to building this historic downtown, it shows the strength of the collective units that come together, centered around the community. The circular motive that represents the community takes its inspiration from fossil markings found in the northern part of Qatar called Jebel al Jessassiyah.

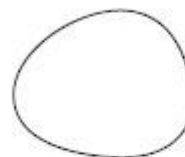
**It is the true representation of the  
centre of the old capital, not only  
as a physical structure, but also as  
people working together towards  
a better future for this nation.  
All for one, and one for all.**





Radwani House represents traditional Qatari family life and gathers, preserves and shares memories of Qatar in a time of historic social transformation. This house is a manifestation of the evolution of family life and values in Qatar. Family has and always will be at the core of Qatari society. It is the main drive behind the societal growth of the country. It is the symbol of closeness and unity; a bond that is unconditional and eternal – sharing the same values, love and mutual respect. It is the strong familial bonds that form the foundation of a progressive nation.

**The identity represents family and its impact on society and the community. The main solid centre symbolises the core; the heart of traditional Qatari living – family – and its impact on society and the growth of the country.**



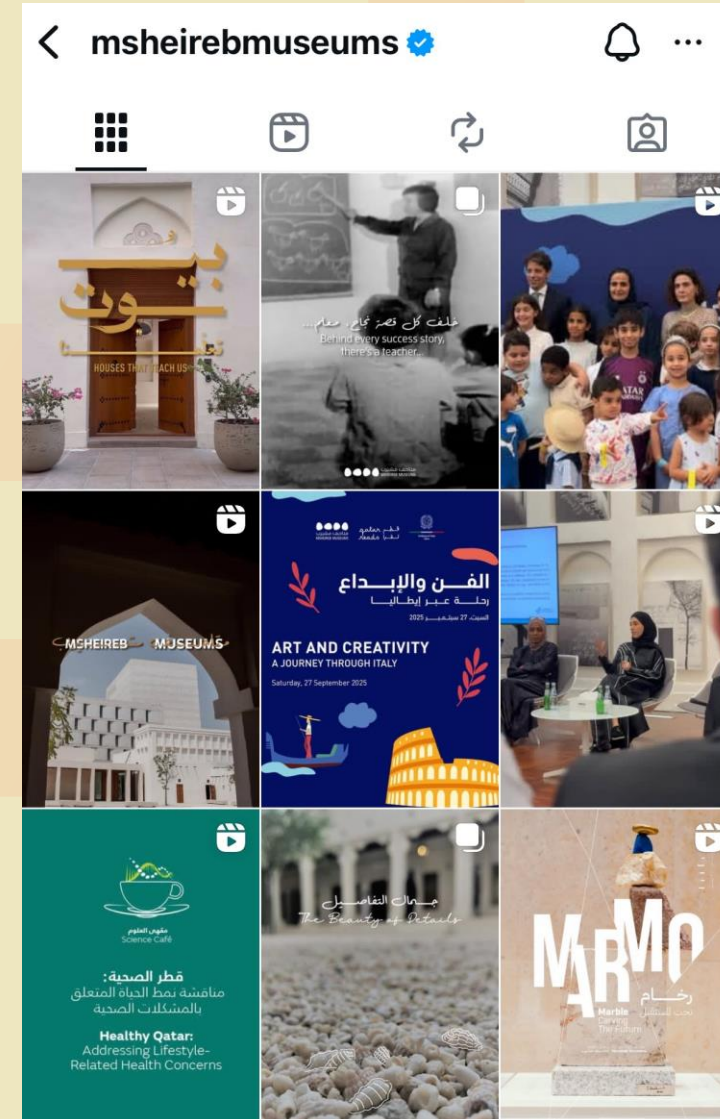
بيت الرضواني  
RADWANI HOUSE

# 03

## » DIGITAL STRATEGY SOCIAL MEDIA & CAMPAIGNS



- Use of hashtags, event-driven campaigns, story arcs
- Behind-the-scenes content, multimedia storytelling
- Analysis of Engagement metrics
- Consistent brand voice- bilingual (Arabic/English), professional yet community-oriented
- Cohesive visual identity: warm tones, geometric framing, heritage motifs.
- Use of carousel posts and Reels/Stories to tell narrative arcs
- User-generated content: reposting visitor photos, encouraging community tagging.
- Partnerships amplified through shared social campaigns with cultural NGOs, and embassies





# 04

## PARTNERSHIPS AND INSTITUTIONAL COLLABORATIONS



- Strategic partnerships central to Msheireb Museums' branding and outreach
- Collaboration for joint exhibitions, events, and shared audiences
- Collaborations with human rights and social justice organizations to promote awareness campaigns
- Partnerships with educational institutions
- Co-curated exhibitions with international embassies and cultural councils
- Engagement with UNESCO-linked events and global cultural heritage programs
- Institutional exchange programs with museums abroad to share best practices
- Collaborative public programs- talks, film screenings, workshops, and heritage festivals
- Museum spaces offered as venues for community and cultural diplomacy events
- Partnership outcomes measured by audience growth, press visibility, and media coverage





## AUDIENCE AND REACH



- Local community engagement strategies
- Drawing national and international audiences
- Use of segmentation and targeting
- Evaluation of campaigns
- Community outreach through workshops, school programs, and neighborhood collaborations
- Partnerships with tourism boards to include the museums in Doha cultural itineraries
- Special programming and multilingual materials to engage expatriate and visitor audiences
- Use of visitor feedback surveys and social media analytics to refine audience engagement strategies



# RECOMMENDATIONS AND BEST PRACTICES

- Digital storytelling strategy: maintain narrative arcs over time, use mixed media
- Audience segmentation & personalization: tailor content and program
- Stronger metrics & evaluation: establish KPIs for reach, engagement, conversion
- Deep partnerships: universities, NGOs, cultural institutions, designers
- Sustain heritage integrity: avoid over-commercialization, manage contested histories
- Embed into urban life: public programming, festivals, neighborhood activities



# THANK YOU

## BRANDING HERITAGE: How Msheireb Museums Connect Local Identity with Global Conversations

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