

# TODAY'S DIA DE LOS MUERTOS VISUAL IDENTITY

Posada's legacy continues to enrich the artistic voice of Dia de los Muertos, both within Mexico and around the world, through a number of art forms associated with the holiday.



## CALAVERAS DE AZÚCAR (SUGAR SKULLS)

Intricately decorated skull-shaped candies made from sugar, which are often used as offerings on altars.



## CALAVERAS AND CALACAS

Skulls and skeleton figures often dressed in colorful clothing and used in various art forms, such as paintings, sculptures, and papier-mâché.



## OFRENDAS (OFFERINGS)

Elaborate altars created with a variety of items, such as marigolds, candles, food, and photographs of deceased loved ones.



## PAPEL PICADO

Delicate, perforated paper with intricate designs that are used to decorate Dia de los Muertos altars and other displays.



## FACE PAINTING

Inspired by Posada's illustration style and particularly La Catrina, face painting incorporates colorful designs and patterns.



## ARTS AND CRAFTS

Including pottery, jewelry, and textiles featuring Dia de los Muertos motifs.



Created by the Arlington Museum of Art  
Designed and illustrated by Madilyn Curtis