
FOR IMMEDIATE RELEASE
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FITCHBURG ART MUSEUM LAUNCHES NEW BRAND IDENTITY



During the week of February 25 – March 1, 2019, the Fitchburg Art Museum (FAM) is launching a new, updated brand identity to reflect the Museum’s current mission, recent revitalization, and increased commitment to the community. This new brand is an articulated goal in FAM’s 2016-2020 Strategic Plan and reflects the new direction the Museum has taken over the last five years.

The new FAM brand represents a fresh approach to design, messaging, text, and images, and is anchored by its new red, black, and white logo. The design of the logo emphasizes the FAM acronym, which expresses the Museum’s inclusive approach to our members, visitors, partners, and community – everyone in the FAMily. The new logo is strong and confident, visually dynamic, open and interconnected, and interactive – just like FAM. The design also reflects the City of Fitchburg with its architectural and industrial strengths, and its red color. Red is the official color of Fitchburg (Go Red Raiders!).

The logo will also appear in a Spanish language version, as part of FAM’s Bilingual Museum Initiative, to better serve our city’s 30% Latino residents.



This week, the new brand is being rolled out across all existing platforms, fully replacing the Museum's old look and logo. Look for the new brand on FAM signage, printed materials, digital assets, and on directional road signs throughout the city.

According to FAM Director Nick Capasso, "our new brand reflects the energy, quality, and commitment to community of the rejuvenated Fitchburg Art Museum, while also representing the City of Fitchburg. We are proud to adopt this fresh 21st-century look that will signal to diverse communities in the city and region that we are accessible and approachable, authentic and fun, creative and inspiring."

The new FAM brand was imagined over the course of two years, in a process that involved FAM Trustees and Staff, an undergraduate class in the Communications/Media program at Fitchburg State University, and several focus groups of stakeholders representing the communities the Museum serves. The new FAM brand was ultimately designed by Wilcox Design of Cambridge, Massachusetts, under the direction of firm principal Jean Wilcox. Wilcox Design has a track record of successful identity and design work for cultural institutions that include the Solomon R. Guggenheim Museum, the Harvard Graduate School of Design, and the Rose Art Museum at Brandeis University.

The new FAM brand also reflects the messaging framework of Creating Connection, a national initiative to change social norms so creative expression, arts, and culture are embraced as a recognized, valued, and expected part of everyday life. Along with 9 other cultural institutions, FAM participates in the Creating Connection Massachusetts Cohort. These organizations work together to learn new ways to better communicate their missions, values, and programs. The Creating Connection messaging framework has been adopted for text and imagery in FAM's new brand, emphasizing creative expression, connecting people, and growing audience sectors.

FAM's re-branding process and rollout have been funded in part by generous grants from Creating Connection, a program of Arts Midwest and the Metropolitan Group, with funding from the Barr Foundation, and by the Barr Foundation and The Klarman Family Foundation through the Barr-Klarman Massachusetts Arts Initiative.

About FAM

FAM Mission: The Fitchburg Art Museum is a catalyst for learning, creativity, and community building. We accomplish this mission with art historical collections and exhibitions, special exhibitions of contemporary New England art, education programs, public art projects, community partnerships, and creative economy initiatives.

FAM Vision: All decisions, initiatives, projects, and programs at the Fitchburg Art Museum reflect our commitment to education and the greater community.

The Fitchburg Art Museum serves the cities of Fitchburg and Leominster and the surrounding communities in North Central Massachusetts and Southern New Hampshire. Founded in 1925, FAM plays a vital role in the cultural life of the region and has recently repositioned itself to focus on community access and service. FAM uses its artistic and educational resources to aid in the economic revitalization of Fitchburg, and the Museum maintains active educational partnerships with the local school systems, as well as Fitchburg State University. FAM is an engine for creativity, education, community building and fun!

Media Contact:

Rebecca Wright
185 Elm Street
Fitchburg, MA 01420
978.345.4207 x312
rwright@fitchburgartmuseum.org



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