

Wenham Museum approached Communications, Ink to help them prepare for their 100th anniversary and the rollout of their Vision 2022. Over the decades, their collections have evolved as has the lens through which they address social issues. Their branding, designed in the late 1990s, no longer reflected this. From a practical perspective, their current logo was only one-color and hard to scale across digital platforms.

For more than 25 years, Communications, Ink has been helping non-profits like Wenham Museum rebrand. It starts with our Deep Dive analysis that takes input from staff, members and donors to fully understand their membership, programming, operations and future goals. During that time we also considered a name change but together we determined the name properly represents who they are and where they are located. The name also has significant recognition. What we uncovered during the Deep Dive was that while much has changed over the past 100 years, the desire to gather, play and learn has remained compelling for all ages.

A NEW LOOK

As a hands-on museum, the Wenham Museum is a place for all ages to play and be playful. Working off this concept, the new icon is an interpretation of a whirlygig. Their new brand focuses on providing timeless experiences for visitors of all ages and interests through child-centered, artifact-driven experiences that interpret our local history. The whirlygig is a colorful, simple, kinetic toy built and enjoyed by children and adults for generations. The icon is a playful interpretation of the vibrant energy it generates for play, creativity, engagement and learning.

THE REVEAL

On September 29th, nearly 100 supporters gathered at the Museum to kickoff the 100th anniversary with a new exhibition. Board President Kennan Anderson, also revealed the new logo as a catalyst for new initiatives and a way to engage new audiences. All of the guests were treated to a "swag bag" of branded goodies. We have also helped them design new stationery.

"The Wenham Museum is a beloved North Shore institution that has delighted generations with its collections and programming. We are very excited to introduce our updated brand that is grounded in our 100 year history and looks to the future with excitement for what we have to offer families and their friends."

- Kennan Anderson, President of the Board



**WENHAM
MUSEUM**

Celebrating Childhood
Connecting Generations
Honoring Heritage

Old



**WENHAM
MUSEUM**
Generations at Play



**WENHAM
MUSEUM**
Generations at Play

New



<p>Historic Red</p> <p>R 204 C 0 G 70 M 83 B 81 Y 55 K 17</p> <p>Hex # cb4651 Pantone: P-58-6C P-58-6U</p>	<p>Tangerine Red</p> <p>R 239 C 0 G 62 M 91 B 45 Y 92 K 0</p> <p>Hex # ef3e2d Pantone: P-45-8C P-45-8U</p>	<p>Popcorn Yellow</p> <p>R 251 C 0 G 174 M 35 B 66 Y 84 K 0</p> <p>Hex # fbae42 Pantone: P-17-7C P-17-7U</p>	<p>Popsicle Purple</p> <p>R 158 C 35 G 31 M 100 B 99 Y 35 K 10</p> <p>Hex # 9e1f63 Pantone: P-81-15C P-181-15U</p>
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