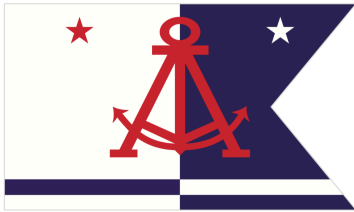


You may have noticed a new sign hanging out front of the Museum, as well as a new logo on our Docents' nametags, the Quarterly and other membership communications. It's difficult to replace a logo as well loved as the classic Museum logo, but modern needs for the Museum's identity required a change.

Because of the complicated outlines and asymmetrical design, the logo worked best at large sizes for signs but became difficult to distinguish and reproduce at smaller sizes and on digital screens. It employed classic lettering that lasted for several decades but has come to feel a little dated.



When considering how to replace the logo, several factors were important: continuity, relevance and ease of recognition. The new logo needs to work as well on our sign as it does as the Museum's website icon in a browser, and it needs to be recognizable as representing the Museum, as well as Alameda and our history.

We looked to the original Historical Society's logo, which features the ferryboat Alameda, as well as our city's flag, which also features the nautical symbolism of an anchor. The City also has recently been promoting the 'Love Our Island' campaign, featuring a stylized anchor with a heart at the top.

The outcome was a new logo that incorporates the symbolism of the Alameda flag with the green of the previous logo to make an identity that is at once recognizable as the Alameda Museum as it is one that asserts its grounding in Alameda.

The new logo features the anchor and stars from the flag in an unadorned green square with a timeless, yet historic, typeface (Clarendon, for typography fans) centered below. There is also an alternate horizontal version with the type next to the logo for space constraints.

