

FOR IMMEDIATE RELEASE

Museum London Unveils Brand-new Identity and Website to Inspire Connection and Community

The logo for Museum London, featuring the words "Museum" and "London" in a bold, black, sans-serif font, stacked vertically. A single black backslash character (\) is positioned at the end of the word "London". The logo is centered on a solid blue rectangular background.

London, ON — SEP 15, 2025

Museum London is proud to unveil a revitalized brand identity and redesigned website — a transformative milestone that reflects the Museum’s evolving role as a dynamic cultural hub at the heart of London, Ontario.

This strategic initiative directly supports Priority 1 of Museum London’s Strategic Plan: Honouring and Amplifying our Interconnections. The goal? To raise the profile, increase public awareness, and share the full breadth of the Museum’s impact with greater clarity, vibrancy, and accessibility.

“This is a pivotal moment for Museum London,” says Julie Bevan, Executive Director. “We’ve long been described as a ‘hidden gem,’ but it’s time to shine more brightly. Our new brand identity and website are designed to reflect who we truly are: imaginative, inclusive, and deeply connected to our community.”

The refreshed brand introduces a friendly new visual and verbal identity, replacing the Museum's long-standing serif font logo with a contemporary design system and a vibrant array of colours. The brand revitalization was developed in collaboration with Friends & Enemies, a Toronto-based agency with a strong arts and culture portfolio (including recent work with Art Windsor-Essex and TVO Arts) and ties to Southwestern Ontario. Chosen through a competitive pitch process, their approach aligned with Museum London's vision for a vibrant, inclusive, and adaptable brand that supports consistent storytelling across all platforms and programs.

We approached this process with intention and care," says Abby Vincent, Head of Marketing & Development. "Our goal was to create a brand that feels alive, welcoming and adaptable—something that can grow with us and reflect the many facets of our work."

The redesigned website offers a dynamic platform for digital engagement, featuring improved accessibility, intuitive navigation, and expanded content. Visitors can now explore online exhibitions, videos, audio interviews with artists and experts, and additional forthcoming digital resources that deepen the Museum's storytelling and educational reach.

Museum London's identity is grounded in its unique purpose: as one of the few institutions in Canada that collects both artworks and historical artifacts, it offers a rare opportunity to set art and history in creative dialogue with people. Located at the Forks of the Deshkan Zibii/Thames River—a noteworthy meeting place for millennia—the Museum continues to honour its role as a space of convergence, connection, and community.

Admission to Museum London remains free/by donation, ensuring equitable access to art, history, and culture for all. The new brand tagline, "Make the connection," reflects this ethos, inviting visitors to connect with art, history and one another across time, place, and perspective.

Museum London invites everyone to explore the new website at museumlondon.ca, visit the galleries, and experience the renewed energy of a space where stories intersect, ideas come together, and all voices belong.

About Museum London

Museum London mobilizes art and history to build community and co-create an

inspired future. Through exhibitions, programs, and events, we connect communities, challenge ways of thinking, and ignite creativity toward a more just world.

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For more information, high resolution images or interview requests, please contact:

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