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**FULLER CRAFT MUSEUM ANNOUNCES NEW VISUAL IDENTITY CREATED BY  
BOSTON-BASED DESIGN AGENCY PROVERB**

(Brockton, Mass.)

Current Museum Hours: Tuesday – Sunday, 10:00am-5:00pm

Please check the website for updates to our hours of admission.

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New Brand Identity launched in keeping with Institution's role in Contemporary Craft.

Following a multi-year project led by members of the Museum staff, board of directors, and under the direction of Board Chair, Annie Rosen (she/her), Fuller Craft Museum unveils a new visual identity— including a bold new logo, color palette, typeface, and all-around look-and-feel for the Brockton-based museum.

"We're extremely excited about the launch of our new brand identity and what it will do for Fuller Craft Museum, which has long been a mainstay of Massachusetts's cultural landscape," said Executive Director Erin McGough (she/her). "Our bright new red, blue, and yellow color palette will help our marketing materials stand out, even here on site - where the museum is nestled in its leafy, pondside location. Our new font is vivid, energetic and inviting - in keeping with our museum, the vision of our artist-makers and their materials, and like the Brockton community itself, of which we are a very proud part."

The museum's new logo is comprised of three abstracted letterforms—inspired by curated objects coming together—which come together to create a range of vibrant patterns. The Museum's new typeface, Cadíz, was designed by Luzi Gantenbein (he/him) of the Swiss type foundry, Luzi Type. An elegant, warm, and highly legible sans serif typeface, it was inspired by a film-setting font from the 1960s. The full range of its design applications is being led by Caitlin Burton (she/her), Fuller Craft's Graphic Design and Social Media Manager.



In a competitive process, Fuller Craft Museum chose Boston-based brand agency Proverb to handle the assignment. Founder and managing director Daren Bascome (he/him) noted, “The museum is such a special place—this was a dream assignment. They were fantastic partners and gave us free rein for creative exploration. It was a real collaboration.” Managing partner Chris Needham (she/her) provided some insight into the process: “Our work doesn’t start with the logo; it starts with delving into the goals and character of the museum. We need to understand its mission, challenges and opportunities, the variety of audiences, the nature of the visitor experience, and the marketplace. Only then do we start the visual work.” As for the logo design itself, Art Director Alisa Blanter (she/her) explained that “it was inspired by the process and act of creating, and the energy and diversity of the makers. We knew we wanted a crafted quality that combined a contemporary aesthetic with warmth and humanity.”

Proverb’s client roster includes Boston’s Museum of Fine Arts, Mass General Brigham, the City of Boston, King Boston, Pao Arts Center, Biogen, Boston Properties, and the Unitarian Universalist Association.

Fuller Craft Museum was founded in 1969 with a bequest by Brockton native, Myron Fuller, and began its history as the Brockton Art Center/Fuller Memorial. On a 200-acre Modernist site just off Route 24—lands originally known by their ancestral indigenous name, Saukutuck-et—Fuller Craft stages a dozen on-site exhibitions each year, along with a diverse array of programs related to adult and children’s community craft education. The upkeep of its mid-century modern facility and pondside location is sponsored by the Myron Fuller Trust, the Mass Cultural Council, GBH, Room&Board, and the museum’s Board of Directors, among many others. Fuller Craft’s renowned permanent collection hosts multiple works by Ruth Asawa, the famed Asian-American artist. In a standard school year, all 3,500 the third- and fifth-grade students in Brockton public schools visit Fuller Craft, and admission is always free to Brockton residents.

“It was definitely time for an update,” said Museum Board Member Jeremy Faro (he/him), who is a professional brand consultant. “The previous identity served the museum well for many years, but it no longer fulfilled its original design intent in a changing social and digital landscape, and no longer represented where Fuller Craft is headed as a fifty-something-year-old cultural institution, as a part of the Brockton community, or among the rich cultural resources of southeastern Massachusetts.” Faro is co-founder of Saidwell, an LGBTQ+ owned- and-operated naming and branding consultancy, which volunteered the development of the museum’s new tagline, Discover Contemporary Craft. “We’re one of a handful of museums in the country with an exclusive focus on contemporary craft,” said Beth McLaughlin (she/her), the museum’s Artistic Director and Chief Curator, “and we felt it was essential to communicate our unique role in the vibrant craft ecosystem.”



NEW LOGO

OLD LOGO



**ABOUT FULLER CRAFT MUSEUM:**

Fuller Craft Museum offers expansive opportunities to discover the world of contemporary craft. By exploring the leading edge of craft through exhibitions, collections, education, and public programs, we challenge perceptions and build appreciation of the material world. Our purpose is to inspire, stimulate, and enrich an ever-expanding community.

Fuller Craft Museum is located at 455 Oak Street in Brockton, Massachusetts. The Museum is open Tuesday through Sunday, 10:00am-5:00pm. Please check the website for updates to our hours of admission. Admission is free for Brockton, MA residents and admission by donation for all guests, (suggested donation \$12). For more information on Fuller Craft exhibitions and events, please visit [www.fullercraft.org](http://www.fullercraft.org) or call 508.588.6000.

Check-out our Digital Archive to learn about the objects in Fuller Craft Museum's permanent collection.

Fuller Craft Museum, New England's home for contemporary craft.

## CURRENT EXHIBITIONS:

*Under New Management: The Commodification of the Permanent Collection*  
April 24, 2021 - April 3, 2022

*Glass Lifeforms 2021*  
November 6, 2021 - April 24, 2022

*Melissa Stern: The Talking Cure*  
January 29, 2022 - May 15, 2022

*Elliott Kayser: Year of the Pig*  
January 15, 2020 - July 17, 2022

*2022 Craft Biennial*  
February 19, 2022 - June 12, 2022

*Amy Genser: Shifting*  
February 5, 2022 - December 3, 2023

## UPCOMING EXHIBITIONS:

*Marilyn Pappas: A Retrospective*  
March 12, 2022 - August 28, 2022

*Interpreting Change: Weavers' Guild of Boston – 1922 – 2022*  
May 14, 2022 - October 16, 2022

*Out of Bounds: The Art of Croquet*  
June 4, 2022 - October 30, 2022

*Daniel Jocz: Permission Granted*  
September 17, 2022 - May 14, 2023

*Food Justice: Growing a Healthy Community Through Art*  
November 12, 2022 - April 23, 2023