

**POMO MUSEUM**  
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## **INTRODUCING THE NEW POMO MUSEUM VISUAL IDENTITY**

Iconic Port Moody Station Museum Launches New Logo and Visual identity

June 24, 2023. Port Moody, B.C. - Something familiar has a fresh new look. As the Port Moody Station Museum, owned and operated by the Port Moody Heritage Society, moves towards the future, we are pleased to present our bold new name and logo, visual identity, tagline, and fresh and inviting colour palette.

### **Say hello to the POMO Museum.**

As a beloved Port Moody institution, this new design direction is inspired by the distinct and illustrious history of Port Moody and the station building, as well as its enviable location close to the Burrard Inlet.

*"The new name, look, and positioning embraces the changing, diverse, multicultural community that surrounds us. We wanted to create a brand that would resonate with everyone if you live, work, play, and visit here", said Munu Hicken-Gabberria, President, Port Moody Heritage Society.*

This vibrant new identity will confidently enable the POMO Museum to stand out from the crowd, grow membership and funding support, attract and retain the best staff, encourage more curiosity seekers to learn about Port Moody's vital cultural heritage and history, and expand the museum's impact in the community.

To evolve the Port Moody Station Museum brand, the Port Moody Heritage Society retained the services of Port Moody resident arts and heritage advocate, and seasoned designer and marketer, Mike Arseneault (RecreateNow Marketing), to leverage his extensive communications experience with progressive global, national, and regional brands, as well as his innovative work done with other heritage initiatives and arts and cultural non-profits.

### **The Challenge.**

The Port Moody Heritage Society identified a challenge to improve and strengthen current branding to align with future organization goals and plans. The desired end result is to build greater loyalty and conviction from current patrons and increase membership and visits from new guests and returning visitors. This fresh new identity will also help to secure needed funding for capital improvements, operations, and programming, and inspire future Port Moody heritage stewards.



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Summer Hours : 10am - 5pm Daily

After Labour Day: Wednesday to Sunday 12pm - 4pm

Mondays and Tuesdays Closed

Entrance by donation (Suggested \$2 per person)

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Mike Arseneault embraced this opportunity to create a distinctive, bold, new identity, that will help elevate the importance and relevance of heritage and culture in Port Moody, and create a best-in-class memorable brand that could complete on the world stage.

### **Process, Strategy & Design Inspiration.**

This design project kicked off in early March 2023, with Arseneault working with the Heritage Society marketing sub-committee. Several rounds of work were presented, discussed, and feedback was provided. The final recommendation was presented and approved by the Port Moody Heritage Society Board mid-April and final design work was completed to launch the new brand identity at the Port Moody Heritage Society Annual AGM on June 24, 2023.

As part of his research phase, Arseneault reviewed historical museum communications to ensure the final design solution could address all current and future communication needs. While doing so, strengths and limitations of the current name and logo were discussed and explored. With the previous name, Port Moody Station Museum, there was guest confusion as the building was often wrongly mistaken as only a "train station museum". The new name, POMO MUSEUM, eliminates that concern and positions the building to embrace all the possibilities of an evolving heritage and cultural destination for all ages. Arseneault also refined the museum's guest profile and created a distinct brand personality and brand promise.

Design research involved a study of iconic global, national, regional, and local museum and art gallery logos. This study looked at communication effectiveness, colours, and typography, to generate insights that would inform the design direction and meet the business goals of the Heritage Society. Insight gathering also involved reviewing communications from other local Port Moody and Tri-City business and non-profit brands that appeal to the same end consumer.

Further design inspiration came from a review of the brand identities of Coast Salish peoples, including the səlílwətaʔt (Tseil-Waututh), kwikwə́ləm (Kwikwetlem), skwxwú7mesh (Squamish), xʷməθkʷəy̓əm (Musqueam), qíćáý (Katzie), qíqéyt (Qayqayt), and S'ólh Téméxw (Stó:lō Nations). In particular, the Tseil-Waututh Nation "People of the Inlet", given the enviable location of the museum adjacent to the Burrard Inlet.

### **The Outcome:**

*"My goal was to create a distinctive, appealing identity that could be used consistently across all consumer touch points. The final deliverable was a forward-looking Brand Guidelines document, Visual Center, and design templates which can be easily updated by Museum staff", said Arseneault.*

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The final outcome is a simple but progressive design that supports the POMO Museum's new brand promise below:

*We exist to enhance and inspire diverse communities in the City of Port Moody. We do this by sharing a deeper knowledge of what came before (the past), and we use stories, research, images, personal memories, events, education, and on-going advocacy, to help mold future best-in-class stewards who actively engage with our community to create a more inspired and enlightened tomorrow (the future).*

The new logo is a perfect blend of the past and the future with the name Port Moody shortened to POMO, which is a known and fresh expression of the City name, to appeal to the growing younger demographic. The word MUSEUM is captured in a classic vintage heritage typeface which is a nod to the history of Port Moody and the station building. For new guests, the first visit promises an "a-ha moment of joy" as they discover the museum housed within an original 1908 Canadian Pacific Railway terminus station building next to the Venosta, a 1921 CPR rail car, and a meditation garden.

The new tagline "Get Curious" was created to support the logo in select brand communications. It is a provocative call to action to inspire, invite, and engage knowledge seekers to get curious. Curiosity is a universal theme and appeals to those of all ages who look to destinations like the POMO Museum to learn, discover, engage, experience, and grow knowledge.

The new logo is simple, clear, and has stopping power. The design does not compromise readability and the new logo reproduces great in 4 colour, 1 color, and black and white, and in all print and digital mediums.

The final 76-page Brand Guidelines document created by RecreateNow supports consistent fully-integrated communications for all POMO Museum consumer-facing work and includes: brand strategy, logos, colours, typefaces (all with "how to use" applications), select new photography (donated by RecreateNow), and a broad cross-section of design templates which can be easily updated by Museum staff that cover all current and future design needs.

*As Arseneault said "My role was to create a distinctive identity that balances history (heritage) and culture (art) in a timeless way to appeal to current historians as well as emerging lovers of community, local history and heritage, and culture."*

### **About POMO Museum:**

The POMO Museum is a local institution that celebrates the rich history and cultural diversity of the vital community of Port Moody, B.C. It is owned and operated by the Port Moody Heritage Society and is part of their effort to build community and promote increased awareness and knowledge of Port Moody's unique heritage and history. Find out more at our [new website](http://www.pomo.museum): [www.pomo.museum](http://www.pomo.museum).

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The museum, built in 1908, was the second Canadian Pacific Railway station built in the area. The first was the 1882 western terminus station, which was demolished in 1961. In addition to the 1908 station building, see the Venosta, a 1921 CPR rail car, and a meditation garden.

The museum offers a wide variety of educational opportunities and programming that can be booked by calling 604-939-1648. The museum has hosted many exhibitions, festivals, and screenings over the years and contributes 365 days a year to the cultural fabric of this community.

### **POMO MUSEUM**

Address: 2734 Murray St, Port Moody, British Columbia, V3H 1X2

#### **Media inquiries:**

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New Website: [www.pomo.museum](http://www.pomo.museum)

Facebook: <https://www.facebook.com/POMOMUSEUM/>

Instagram: <https://www.instagram.com/pomomuseum/>

### **About RecreateNow Marketing: Building Better Brands Through Better Marketing**

RecreateNow Marketing is a Port Moody-based marketing, branding, and design studio and consultancy. Mike held several senior global brand marketing roles at Nike's world headquarters in Beaverton, Oregon. In 2017, he founded RecreateNow Marketing, to use his passion and marketing skills to strengthen and support modern business, innovative non-profits, and the arts and culture communities in Portland, Oregon, and on the Oregon Coast.

As a proud Canadian, Mike returned home in 2020 to Port Moody to use this skills once again to support and lift the arts and culture scene in the City of the Arts. Mike is also the founder and Artistic Director for loco Players Theatre in Port Moody and was the recipient of the 2022 Civic Arts Award from the City of Port Moody for his overall contribution to the arts. Mike is the author of Storytelling, a design and storybook of images and anecdotes on Rockaway Beach and heritage icons on the northern Oregon Coast.

Previously, Mike worked in senior marketing leadership roles in Canada building brands like Second Cup Coffee Company, HMV, and Levi's.

### **RECREATENOW MARKETING**

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### END

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