



History Museum Unveils New Logo

Contact: Casie Vance | 515-232-2148 | director@ameshistory.org

The Ames Historical Society Board of Directors voted in May to rebrand the organization to be “Ames History Museum.” The board and staff feel this name better represents the organization’s work, especially with recent high-quality feature exhibits in the 416 Douglas space. The legal name will remain Ames Historical Society, but programs, marketing, and merchandise will be rebranded with the Ames History Museum name.

According to Casie Vance, executive director, more and more organizations are moving away from the “historical society” phrase.

“To younger generations, the name can seem intimidating, exclusive, and hard to connect with. The word “museum” appeals to a wider audience and portrays the organization as a welcoming community cornerstone for all ages,” Vance said.

The board hired Rippke Design of Ames to design a new logo. The new logo is colorful, engaging, and inviting. The wide color palette fits in with neighboring organizations and provides more potential for marketing.

According to the designers, the new logo “displays layers of history and community through organic shapes and curves.”

The name and logo change will take place slowly over the next few months.

Ames Historical Society was founded in 1980. It is the only organization dedicated to preserving Ames history. The organization’s mission will remain the same through the rebrand: to engage our diverse public and provide unique opportunities to learn about Ames history.

The Ames History Museum, at 416 Douglas Avenue in downtown Ames, is open Tuesday through Saturday, 10am to 4pm. Visit www.ameshistory.org for more information.