



CONCORD
MUSEUM

Application for a Certificate of Appropriateness

Historic District Commission

August 22, 2023

Project: Concord Museum Blade Signs at Lexington Road and Cambridge Turnpike Entrances

Description of Proposed Work: The Concord Museum is submitting sign applications for the following:

- Replace one blade sign at Cambridge Turnpike entrance;
- Replace one blade sign at Lexington Road entrance.

Project Narrative: After years of undergoing significant redesign, the Concord Museum is a state-of-the-art institution. The Museum's Board of Governors approved on June 13, 2023 a new strategic plan to launch the Museum as a leader in history education on the forefront of commemorations for the 250th anniversary of the American Revolution. One of the first projects of that work has been to launch a new visual identity that more fully showcases the Museum's transformation and attracts new audiences to our 250th programming.

The Museum has worked closely with Greenwich Marketing Group, a leading branding consultancy, to develop the Museum's new brand strategy and identity system. The goals of the new visual identity are to be appropriate for the Museum and the Concord community, memorable with a unique element that sticks in people's minds, and simple so it can work in versatile settings. As part of this process, the Museum chose a new logo that maintains continuity with our logo from the past, while making it relevant today, and future proofing it for the next 10 to 20 years to come.

The current logo features the letters "C" and "M", along with a lantern symbol. To simplify and strengthen the design, the logo was revised to focus on the most essential elements: the letters "C" and "M". The new version of the logo uses a modern sans-serif font, which creates a clean and contemporary look while still maintaining a sense of tradition. It still retains the key elements of the Museum's identity, but in a more modern and accessible way. The Museum currently uses red as one of its primary brand colors. In its new brand, we will continue to use red, but a brighter and more vibrant red that feels more contemporary and fresher. The red that the Museum selected is Pantone Warm Red (CMYK 0 73 77 2).

The Museum is implementing the new logo and brand across all channels including launching a new website, increased paid marketing materials, revamping of social media channels, and on-site at the Museum. The full suite of materials is scheduled to launch publicly on October 31, 2023. To make the

new brand present and impactful for visitors to Concord, the Museum is requesting to replace the current blade signs with signs that reflect the new visual identity.

Details and specifications: The signs will hang from the existing ½” metal tubing. Due to the expected high mass of the signs, they will swing by a loop at the top. For the installation method, we will use the existing posts, which will be primed and repainted with the same black color. The material of the sign will be Komatex (a PVC material similar to Azek used throughout Concord), powder-coated with the Museum’s new color- Pantone Warm Red. The sign itself will be 32”x48” and 3” thick. The red sheets of ¼” Komatex will be die-cut to reveal the white lettering of the Museum’s logo in the center of the sign.

Lighting plan: The signs will use the same lighting plan that was previously approved by the Historic District Commission.