



**ECO  
TARIUM**





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# Brand Research

This rebranding project creates a new logo and brand identity for the EcoTarium, a nature and science museum based in Worcester, MA.

The EcoTarium's target audience is children in grades K-12. The museum features indoor and outdoor exhibits, including a planetarium, live-animal enclosures, and STEM based programming.

Founded in 1825 as the Worcester Lyceum of Natural History, the museum has evolved over the last 200 years to focus on hands-on exploration, discovery, and accessible learning.



EXISTING LOGO:

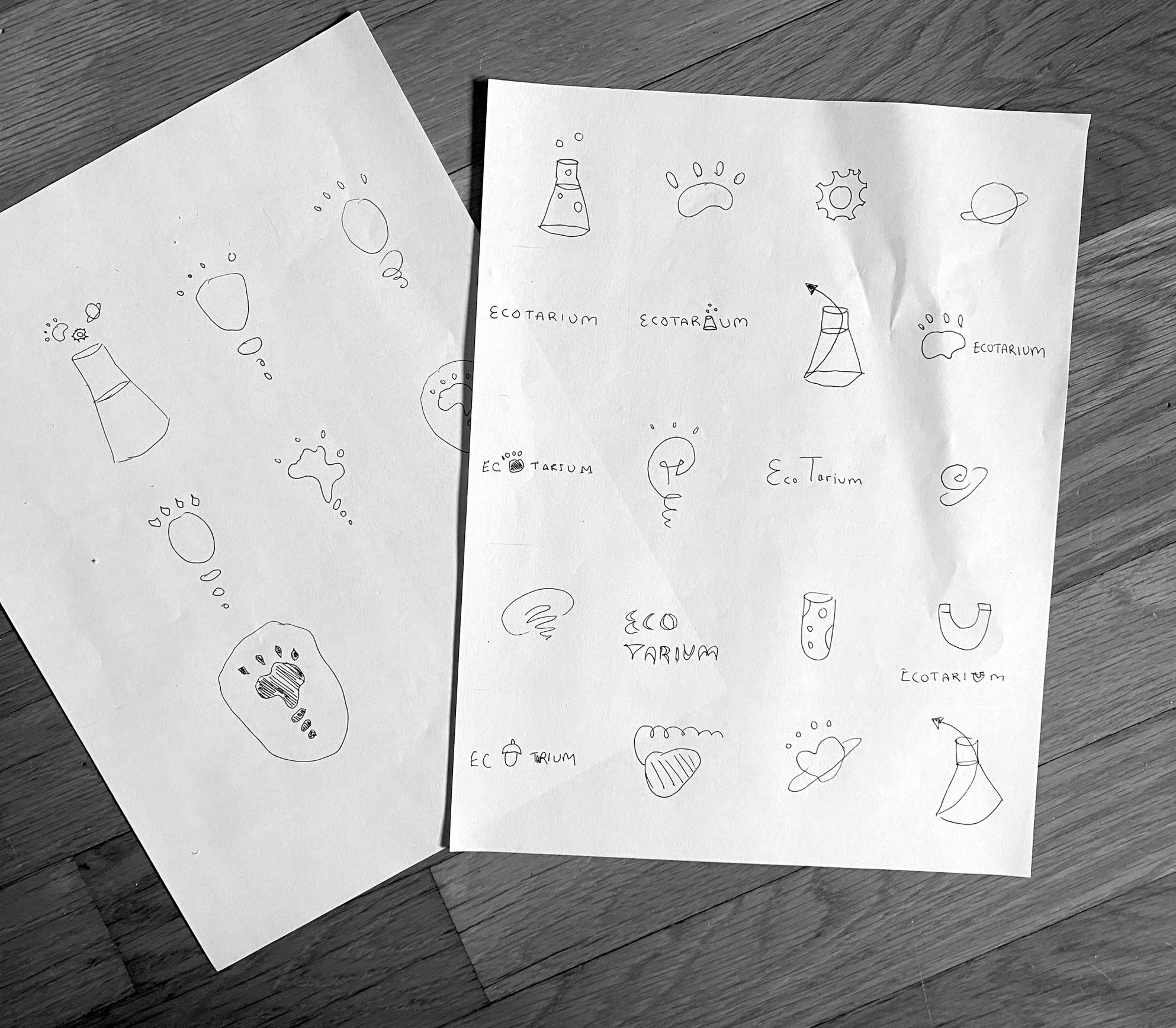


# Sketching Process & New Logo

The rebrand strategy seeks to keep the existing logo's playfulness and enhance the museum's identity as a leading nature-based science museum.

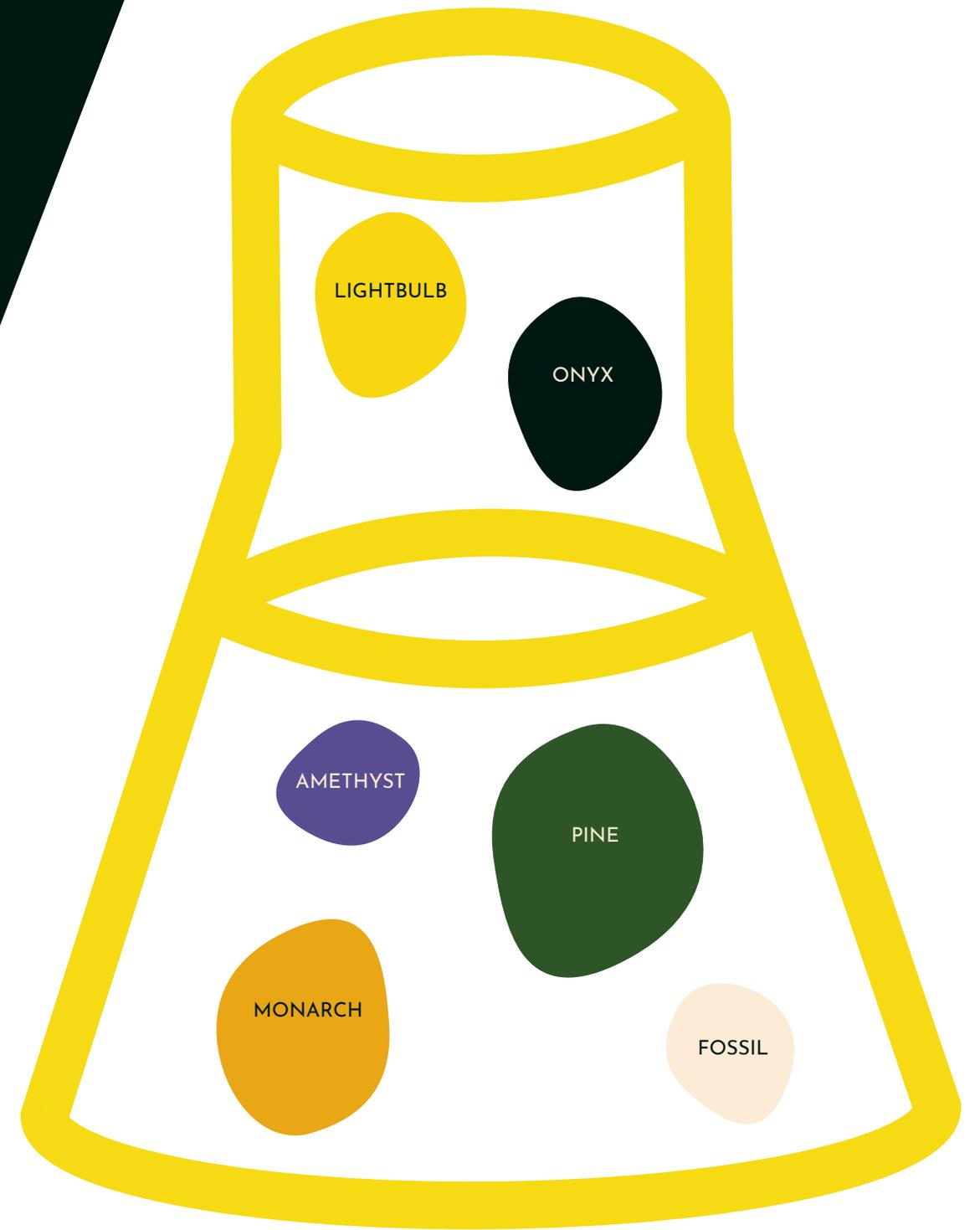
The new logo combines a river otter track, a lightbulb, and a river stone to evoke a fossil. These three ideas blend into one logo that references EcoTarium's history as a Lyceum, its focus on live-animal exhibits, and its mission to **foster curiosity, discovery, and exploration in children.**

Imagery of planets and beakers that were identified in the initial sketching process are used as complementing graphics.



# Logo & Color Palette

THE PRIMARY LOGO LOCKUP. USE WITH SUFFICIENT CLEAR SPACE BETWEEN OTHER ELEMENTS.



# Brand Imagery & Patterns

The brand uses simple graphics, irregular shapes, and bold colors. Patterns add complexity to the brand imagery.

