



SAINT LOUIS
SCIENCE CENTER

PRESS RELEASE

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Saint Louis Science Center Introduces New Brand

Institution launches new logo, tagline, colors and identity

St. Louis, Mo. (Sept. 5, 2018) – The Saint Louis Science Center today introduced its new brand, including a new logo, tagline and colors, as well as an update look and feel. The organization launched this effort with a fully redesigned website, new building signage, updated employee uniforms and much more. This introduction comes after a more than one year process to redefine and reimagine the organization.

“The Saint Louis Science Center is proud of having been a longtime St. Louis treasure. As we continue to evolve over time, it is crucial to make certain that our brand identity, promise and narrative continue to keep our organization fresh and relevant to guests, community and the larger science and museum communities,” said Ann Balsamo, chief marketing and communications officer at the Saint Louis Science Center. “This helps to focus our endeavors to ensure we are continuing to accomplish our mission ‘to ignite and sustain lifelong science and technology learning.’”

The more than 30-year old institution launched the rebranding process in June 2017 by hiring St. Louis branding firm Atomicdust. “The process included examining who we are, what we aspire to be and what the region wants and needs from us. This process aligned with a Community Engagement Study we completed with the American Alliance of Museums (AAM) about how we relate to and engage with our community,” Balsamo added.

New Logo

The new logo is both a reflection of the fundamental element of the atom as well as the symbol of St. Louis, the Gateway Arch.



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New Tagline

The Science Center has a new tagline: Connect with curiosity.

The more the Science Center helps the community to keep connecting with their sense of curiosity and discovery, we can continue to create and grow generations of science and technology learners.



Colors

The new color palette includes four accent colors on a navy background – bright green, teal, rose and yellow hues. When choosing colors that ignite and interest and allow for variety within our color family, as well as be flexible, friendly, traditional, yet bold.



New Brand Narrative

The brand narrative is how the organization talks about itself, both internally and externally. At the core of this language is our mission: To ignite and sustain lifelong science and technology learning.

The narrative is:

Welcome to your museum.

To all the worlds inside it, big and small.

To atoms and oceans, sand and stardust, dinosaurs and dark matter.

Welcome to aha moments that launch a million questions – questions as infinite and strange as the cosmos, and just as thrilling to explore.

The Saint Louis Science Center is yours: free to enter, to experience, to shape, to share.

By creating a place where everyone can discover together,

we're forging the future of our region.

We're putting St. Louis of a more connected world.

Moving Forward

“By refreshing and redefining the look and feel of our organization and the way we share our story, we keep the Science Center at the cutting edge of science education and learning,” said Balsamo. “It’s not just a new logo and language; it’s a new way of discovering, exploring, creating and connecting to forge the future for science in our community.”

Saint Louis Science Center

The mission of the Saint Louis Science Center is to ignite and sustain lifelong science and technology learning. Named a Smithsonian Institution Affiliate in 2016, the Saint Louis Science Center features more than 700 interactive exhibits, as well as a five-story OMNIMAX® Theater,

Boeing Hall and the James S. McDonnell Planetarium. For more information about the Saint Louis Science Center, please visit slsc.org.