



MUSÉE LAC-BROME MUSEUM

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THE BROME COUNTY HISTORICAL SOCIETY INTRODUCES NEW TRADE NAME & BRAND IMAGE

Knowlton, September 13, 2021 — Engaging, dynamic, modern and a nod to the traditional – words that define the new vision and brand image of the Lac-Brome Museum. With a new trade name for The Brome County Historical Society’s Knowlton Museum and Archives, a new logo and new corporate colours, the Lac-Brome Museum’s (LBM) new visual identity and trade name reflect the strategic objectives and vision of the BCHS to operate a **local museum of national importance**.

The LBM’s new trade name and branding were inspired by its desire to expand upon both its recent growth and its two provincial accreditations to become the premiere history Museum and Archives in the Eastern Townships.

“The Brome County Historical Society will remain dedicated to preserving the history and artefacts of the former County of Brome, which comprised the five original townships of Brome, Bolton, Potton, Sutton and East Farnham,” says Peter White, president of the Board of Directors.

A pre-unveiling of the new visual identity was held at the LBM’s annual Adopt an Artefact and Night at the Museum Fundraiser on Saturday, August 28.

“It’s an exciting time to be working at the Lac-Brome Museum,” says Rachel Lambie, curator. “It is my hope that the new brand will help keep the Museum’s offerings fresh to visitors both old and new.”

While the LBM has a new trade name, the BCHS mission of preserving the history of the peoples and places encompassing historic Brome County remains the same.

A Mix of Modern and Traditional

The LBM has also adopted a new logo which melds the modern and the traditional, representing a modernized version of the previous logo: an imperfect circle with a hand-drawn courthouse design in the centre. The outer circle represents not only the open, dynamic, and modern side of the LBM but is also reminiscent of wax seals of the past. The hand-drawn courthouse design in the middle is an interpretation of the previous, more traditional logo and also reminds the viewer of the LBM’s Children’s Museum.

ABOUT THE LBM

Officially incorporated on March 9, 1898, The Brome County Historical Society works diligently to acquire, preserve, research, exhibit, interpret, and publish items of historical interest encompassing all of the historic Brome County and its sites. As a registered non-profit organization, the BCHS owns and operates an accredited Museum and an accredited Archives welcoming visitors, researchers, families, and groups.

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Interviews may be arranged with BCHS officers or staff members upon request.