

Media Advisory

For immediate release

Clarington Library, Museums & Archives Launches New Logo, Website

September 18, 2023—Clarington Library, Museums & Archives (CLMA) is thrilled to unveil its new logo and website to the public on Monday, September 18.

“We’re excited to be showing off our new brand and identity to our community,” says Monika Machacek, CLMA’s Chief Executive Officer. “It’s the more public-facing portion of a process we’ve been working on, which includes the full Library and Museum merger and a forthcoming new joint strategic plan. We’ve been operating as ‘the Library’ and ‘the Museum’ for a while now, it’s wonderful to be fully unified as one entity, CLMA,” shares Board Chair Steven Cooke.

The logo and branding were designed by local Bowmanville business Brand Ambition, and features abstract, creatively-design letterforms. The colours are intended to be modern but also evoke feelings of nostalgia and playfulness. The public was able to choose their preferred design and provide feedback during the process. “We took the comments we receive to heart,” continues Ms. Machacek. “People loved the look and feel of our new CLMA logo, but we adapted the colours and fonts based on public feedback and suggestions.”

The new website was designed by GHD of Waterloo, Ontario. The firm has a wealth of experience in designing municipal websites, including the Municipality of Clarington’s. “Our old website was definitely showing its age. We did a complete overhaul, looking at how our customers look for and find the information they need, and built from the ground up with those user-designed principles at the forefront,” states Ms. Machacek.

Featuring new navigational menus, a clean layout, a mobile-friendly design, and live chat assistance, the new website reflects CLMA’s new identity and colour scheme. Visit the new website at www.cplma.ca, and contact staff at hello@cplma.ca.

The community remains at the heart of CLMA’s mission, as we endeavour to empower, enrich, and inspire the lives of both current residents and future generations. Be sure to check out the new look and let us know what you think on our social channels, @claringtonlma!

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