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American Sign Museum Announces Partnership with BLDG Brands for Rebranding Initiative

CINCINNATI [08.24.23] – The American Sign Museum is thrilled to announce an exciting partnership with local creative studio and brand consultancy, BLDG Brands. This collaboration comes at a pivotal time for the museum, as it works to create greater awareness and build its attendance through a major expansion of its space and bold reimagining of its visual identity in the next year.

“We received over 35 proposals from across the country for this effort,” said Cindy Kearns, director of the American Sign Museum. “After an exhaustive review process, I am so pleased to announce BLDG, based in Covington, was chosen to work with the American Sign Museum on this very important initiative. The committee felt it very essential to partner with a Cincinnati-area team, to work with a group that is passionate about the museum’s future path, and to work with an agency we felt reflected similar core values as the museum. BLDG fulfilled this criteria and went beyond.”

The rebranding effort coincides with the museum’s ongoing expansion, which will add 20,000-square feet of space to the museum upon completion. The brand identity will be unveiled in late 2023 with the expansion scheduled to be finished the following summer.

“The BLDG team is excited to assist the American Sign Museum grow beyond its perception of a ‘hidden gem,’ and take a more prominent place in the landscape of Cincinnati arts and culture,” said Jay Becker, founder and president, BLDG Brands. “The timing is not coincidental. The expansion and the rebrand go hand-in-hand. This is the perfect opportunity to offer a cohesive, holistic experience.”

BLDG’s work will include a redesign of the museum’s visual identity, as well as improvements to the museum’s visitor experience, enhancements of merchandise and events, and more. This project signifies the museum’s commitment to preserving the rich history of signage in America and ensuring that it continues to be celebrated, appreciated, and remembered for generations to come.

“The Marketing Committee of the American Sign Museum is excited to be working with such an insightful group. As one committee member put it best, ‘the museum will have more than a partner, the museum will have an ally,’ ” said Fred Neurohr, chair of the museum’s marketing committee.

Welcoming visitors from around the world, the American Sign Museum is a symbol of creativity, history, and innovation in the Cincinnati region. The new visual identity will create an experience that resonates with visitors and pays homage to the artistry and craftsmanship of iconic American signage.

For more information about this partnership and updates on the progress, please visit www.americansignmuseum.org.

ABOUT THE AMERICAN SIGN MUSEUM

The American Sign Museum is the premier institution for preserving historic signs and promoting the contributions the sign industry makes to commerce, culture, and the American landscape. Founded in 1999 and located in the Camp Washington neighborhood of Cincinnati, the Museum's mission is to celebrate the rich history of American signage through preservation and education.

ABOUT BLDG BRANDS

BLDG Brands is an independent creative studio and brand consultancy located in Covington, Kentucky. Founded in 2012, BLDG specializes in brand strategies and identities that help organizations solve their toughest challenges and reach their wildest potential. BLDG has worked with The Florence Y'alls minor league baseball team, and rebuilding Little Kings, Hudepohl Brewing, Christian Moerlein, and more for Cincinnati Beverage Company. Learn more at bldgbrands.com.