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The Arts Council of Martin County Unveils New Name, New Look

STUART, FL—From Socrates to Snoop Dog, we have all have pondered the question, Who Am I? Organizations, too, must reflect upon their mission and image to ensure what is understood internally matches perspective of the public for which they serve. After 40+ years in the region, The Arts Council of Martin County is unveiling a new brand identity and reintroducing itself to the community to clearly define its mission, goals and programming.

Beginning October 1, 2021, the nonprofit entities The Arts Council of Martin County and The Arts Foundation for Martin County will now be referred to as MartinArts. This slight adjustment will make it simpler for the community to identify the combined activities and programming supported by the Council and its partner, the MartinArts Foundation. For example, the mARTies, an annual celebration of the arts, will now be called MartinArts Awards. Bolder and brighter colors enhance the new logo and brand identity, creating a welcoming tone to reflect the county's vibrant and changing population.

"Local designers Heather Ivins and John Ciambriello effectively captured the energy of our community and MartinArts' excitement as we look toward the future," said executive director Nancy Turrell. "The new branding is fun, lively and appealing to all ages and people and the new look will be carried over to the website at MartinArts.org," continued Turrell.

MartinArts is a nonprofit organization dedicated to the arts. The organization offers a community for professional and student artists, arts education, exhibitions, cultural excursions, and concerts to enhance the cultural experiences and appreciation for the arts among residents of Martin County.

As three local influencers attest in a short video (<https://youtu.be/OWNjKQIrgls>), Martin County has consistently invested in the arts, and in fact, is a part of the region's Comprehensive plan dating back to 2009. Treasure Coast public schools and private enterprises have award winning music, visual and performing arts programming. From a visual perspective, Martin County neighborhoods boast beautiful sculptures, murals and mosaic installations to enhance the natural beauty of the region. Annually, the arts add \$27 million to the local economy.

MartinArts is located at 80 SE Ocean Boulevard in the Court House Cultural Center in downtown Stuart. Access the website at MartinArts.org or call 772-287-6676 for more detailed information.

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