



CASE STUDY

OLD COLONY HISTORY MUSEUM



CLIENT

Old Colony History Museum, Taunton, MA

Housed in a 19th century schoolhouse – a still majestic edifice – the Old Colony Historical Society in Taunton, MA is one of the nation’s oldest, dating back to 1853. Inside is a trove of irreplaceable artifacts that represent the region’s history and what that history has meant to the world.

PROJECT

Working with the Society’s new leadership, armed with its new 5-year strategic plan, the Society sought to rebrand as it transitioned from Historical Society to History Museum.

CHALLENGE

While the Society has existed for many years, its presence has been muted at best and far from top-of-mind vis-à-vis the public at large.

SOLUTION

From a branding perspective, we “blew the dust off” the Society, offering it the opportunity to change its persona and perception. With an organizational name change and a new brand identity in place, OCHM is writing a new chapter in *its* history.

RESULTS

OCHM presented its five-year strategic plan and introduced it’s new brand identity with a soft-launch event. Attendees included elected officials, business leaders, educational administrators, strategic partners, and members of the museum.



STRATEGIC COMMUNICATION

Good Thinking LITOSSC.COM

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GRAPHIC IDENTITY/ STATIONERY



OUR PAST IS ALWAYS PRESENT



OUR PAST IS ALWAYS PRESENT

66 CHURCH GREEN TAUNTON, MA 02780
508.822.1622 OLDCOLONYHISTORYMUSEUM.ORG



KATHERINE M. MACDONALD
DIRECTOR

KMACDONALD@
OLDCOLONYHISTORYMUSEUM.ORG



66 CHURCH GREEN
TAUNTON, MA 02780

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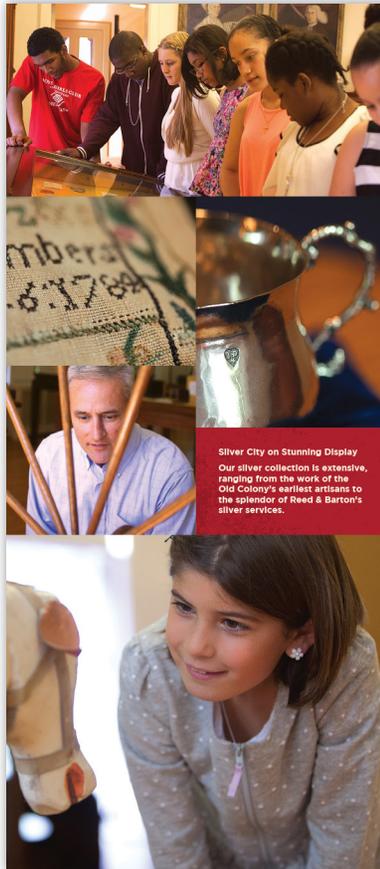
WILLIAM F. HANNA PRESIDENT
KATHERINE M. MACDONALD DIRECTOR

66 CHURCH GREEN TAUNTON, MA 02780 508.822.1622 OLDCOLONYHISTORYMUSEUM.ORG



CASE STUDY

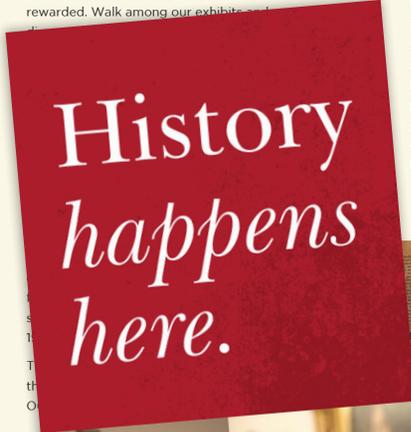
OVERVIEW BROCHURE



Silver City on Stunning Display
Our silver collection is extensive, ranging from the work of the Old Colony's earliest artisans to the splendor of Reed & Barton's silver services.

Where to go - *to see where we've been.*

To tour the Museum is to take an illuminating stroll through the centuries. Our collections chronicle lives lived, wars waged, fortunes won and ingenuity rewarded. Walk among our exhibits and



Genealogy - *your roots are in our Library.*

Finding your roots is not a job for Wikipedia. Unlocking the mystery of you and your family living in the Old Colony requires old-school research. Specializing in primary sources prior to 1850 for Southeastern Massachusetts, we offer through our Library comprehensive genealogical research material for both novice and experienced genealogists. What's more, if you would like to schedule a research appointment, a staffer would be happy to work with you.

Take that, Ancestry.com.



Discover a new place - *that's been here all along.*

At OCHM, we're committed to the preservation of our history through public engagement and community outreach. We're here to collect, curate, interpret and bring to vibrant life the history of the Old Colony, collaborating with the community to share those meaningful connections that knit together our past, present and future. We invite you to experience what we mean by *History happens here.*

For more information, please call or visit us online.



OUR PAST IS ALWAYS PRESENT

508.822.1622 OLDCOLONYHISTORYMUSEUM.ORG





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WEBSITE

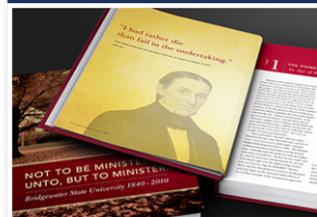


The Old Colony History Museum is an independent, non-profit 501(c)3 organization whose mission is twofold: First, to collect, preserve and exhibit the history of the region of southeastern Massachusetts once known as the Old Colony. Second, through a vigorous program of outreach and education, we aspire to interpret the area's history in ways that are accessible, inclusive and meaningful to local residents and visitors.

Exhibits



Store



Support





STRATEGIC COMMUNICATION

Good Thinking LITOSSC.COM

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EVENT INVITATION
FOR BRAND
SOFT LAUNCH



*In fact,
we hope you
tell everyone.*

*But before the news gets out,
we'd like you to be among
the first to know what
all the excitement is about at*



*We
hope
not.*

*Come
celebrate
with us*

*as we re-launch The Old Colony Historical Society as the
Old Colony History Museum.*

*We proudly invite you to join us
as we embark on a journey
as expansive and ambitious
as the original Old Colony itself.
Come and hear about our new vision
and plan as we begin to engage
more meaningfully and dynamically
with kids, schools and scholars
- and our community at large.*

*Join us for cocktails, hors d'oeuvres and a few
brief remarks from the architects of our future.*

*Mingle with peers, community leaders
and other special guests - and*

*Discover a new place -
that's been here all along.*

*Please RSVP by Saturday, September 19, 2015 to:
info@oldcolonyhistorymuseum.org or call 508-822-1622*

Sponsored by:

*Ricciardi Financial Group
KARSNER & MEEHAN, P.C.*

When

Thursday, September 24, 2015 · 5:00 - 7:30 pm

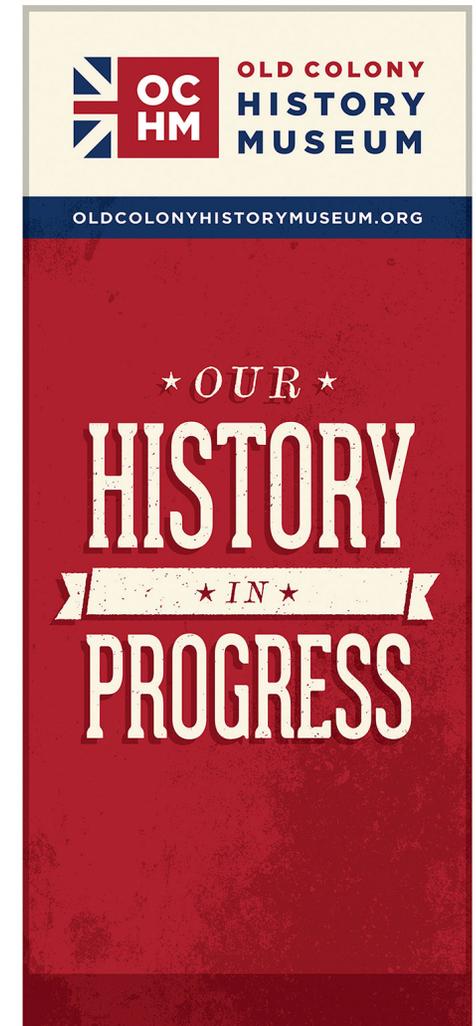
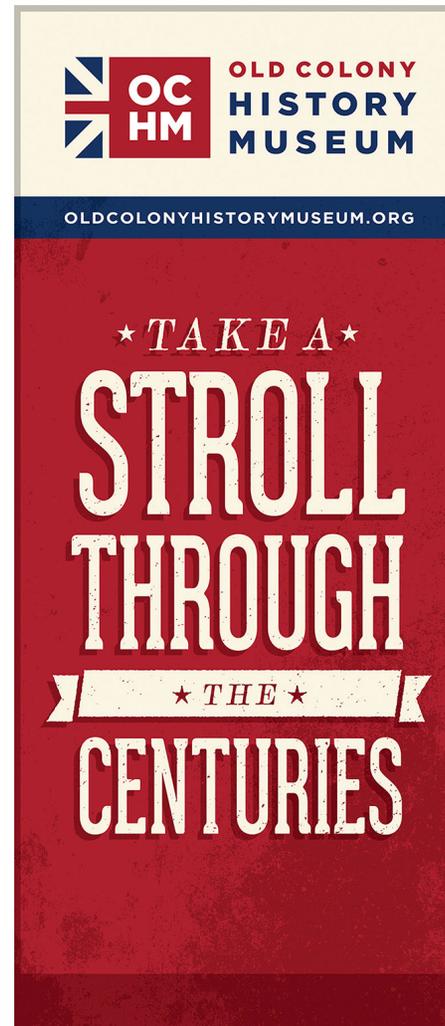
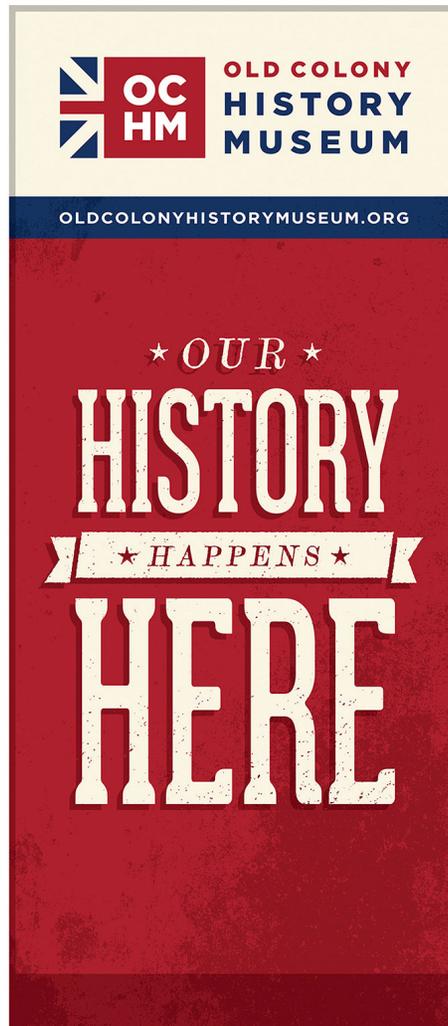
Where

*Old Colony History Museum
66 Church Green, Taunton, MA 02780*



CASE STUDY

8' PULL-UP BANNERS

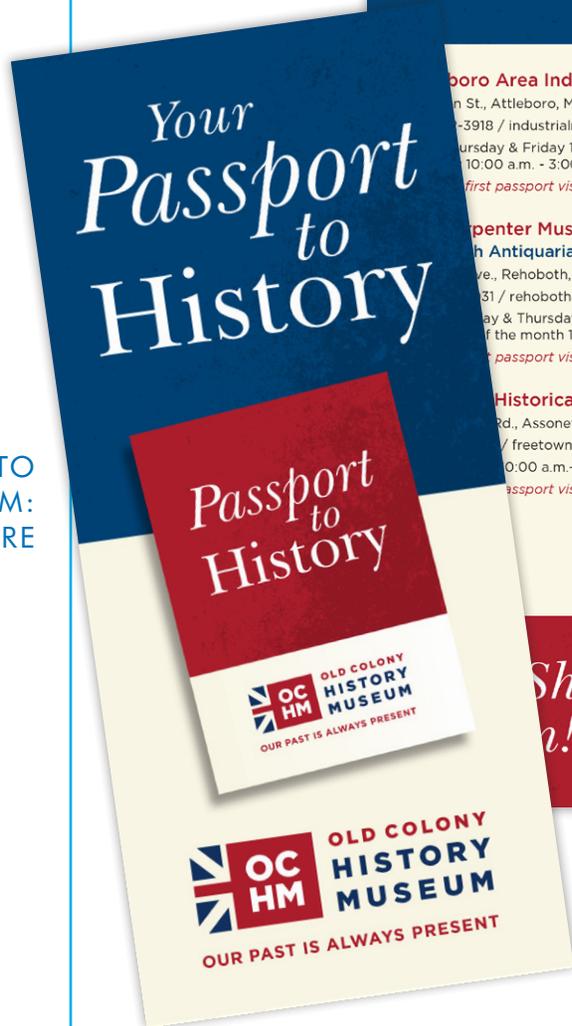




CASE STUDY

Museums within the Old Colony

Exploring these museums will unlock a world within Southeastern Massachusetts!



PASSPORT TO HISTORY PROGRAM: BROCHURE

Attleboro Area Industrial Museum

100 Main St., Attleboro, MA 02703
508-338-3918 / industrialmuseum.com
Open Thursday & Friday 10:00 a.m. - 4:00 p.m.
Saturday 10:00 a.m. - 3:00 p.m.
FREE for first passport visit

Rehoboth Antiquarian Society

100 Main St., Rehoboth, MA 02769
508-338-3918 / rehobothantiquarian.org
Open Wednesday & Thursday and the
first Saturday of the month 1:00 p.m. - 4:00 p.m.
FREE for first passport visit

Assonet Historical Society

100 Main St., Assonet, MA 02702
508-338-3918 / freetownhistoricalsociety.org
Open Saturday 10:00 a.m. - 3:00 p.m.
FREE for first passport visit

Fuller Craft Museum

455 Oak St., Brockton, MA 02301
508-588-6000 / fullercraft.org
Open Tuesday - Sunday, 10:00 a.m. - 5:00 p.m.
Thursday evenings until 9:00 p.m.
*Adults: \$10 / Seniors: \$8 / Students: \$5
Children under 12: FREE / Members: FREE
Thursday 5 - 9 p.m.: FREE*

The King Caesar House Duxbury Rural & Historical Society

120 King Caesar Rd., Duxbury, MA 02331
781-934-6106 / duxburyhistory.org
Open Thursday, Friday, & Saturday
11:00 a.m. - 4:00 p.m. July 15 - August 26
*FOR ONE HOUSE - Adults: \$6 / Seniors & Students: \$4
Children under 6: FREE
(discounted combo two house deal available)*

Middleborough Historical Association

18 Jackson St., Middleborough, MA 02346
508-947-1969
middleboroughhistoricalassociation.org
Open Wednesday & Saturday 1:00 p.m. - 4:00 p.m.
June thru October - or by appointment.
FREE for first passport visit

Old Colony History Museum

66 Church Green, Taunton, MA 02780
508-822-1622 / oldcolonyhistorymuseum.org
Open Tuesday - Saturday 10:00 a.m. - 4:00 p.m.
FREE for first passport visit

The Robbins Museum

17 Jackson St., Middleborough, MA 02346
508-947-9005
massarchaeology.org/robbins-museum/about
Open Wednesday 10:00 a.m. - 4:00 p.m.
Saturday 10:00 a.m. - 2:00 p.m.
Adults: \$5 / Children under 16: \$2

Stetson House Museum Hanover Historical Society

514 Hanover St., Hanover, MA 02339
781-826-9575 / hanoverhistoricalsociety.com
Open Saturday 2:00 p.m. - 4:00 p.m.
FREE for first passport visit

Share,
n!
  

Raffle prizes will be offered to those participants who visit Passport to History Museums!

To enter, simply post a photo of your favorite discovery at each location including the tag: #PassportToHistory.

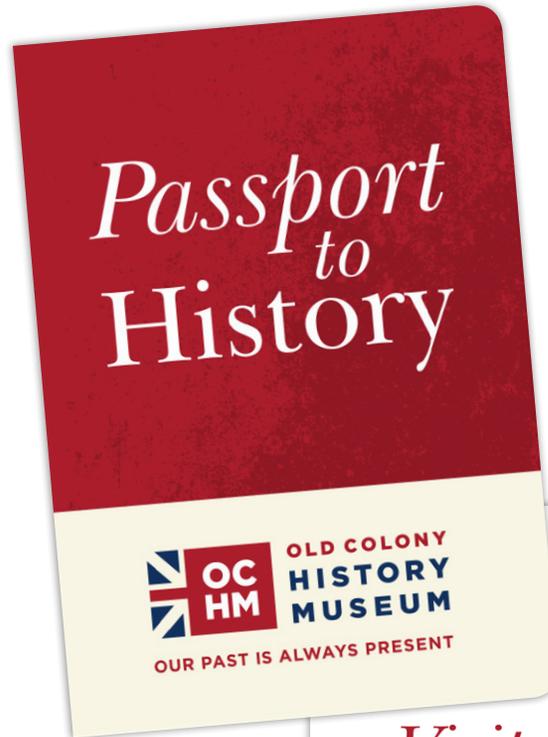
All photos must be posted by Sept. 1, 2017





CASE STUDY

PASSPORT TO HISTORY PROGRAM: PASSPORT



rt belongs to:

Visit, Share, & Win!



Raffle prizes will be offered to those participants who visit Passport to History Museums!

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Stetson House Museum
Hanover Historical Society
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781-826-9575 / hanoverhistoricalsociety.com
Open Saturday 2:00 p.m. - 4:00p.m.
FREE for first passport visit



CASE STUDY

LIBERTY AND UNION WALKING TOUR PROGRAM: DECALS AND BUTTON





CASE STUDY

LIBERTY AND UNION WALKING TOUR PROGRAM: TOUR GUIDE REFERENCE PPT

