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FEBRUARY 25, 2020

Port Moody Arts Centre Society Unveils New Brand Identity with Redesigned Logo, Website, and a Community Artist Directory

Press Release - Port Moody, BC – Feb 25, 2020 – The Port Moody Arts Centre Society, the charitable non-profit organization running the local arts centre, announced today the launch of its new brand identity, website and an online local Artist Directory, all built by local Port Moody design firm, [A3 Creative Solutions](#).

“We are excited to present PoMoArts in a new and fresh way to the public. Our team is working hard on developing exciting new programs and unique opportunities to engage local artists and the public. This new branding and online Artist Directory represents our push towards the future as a modern community arts centre,” said Cathy Cena, President of the Board.

The arts centre will now be known as PoMoArts. The shift from the Port Moody Arts Centre to PoMoArts serves to unify the brand, which has gone through many shifting identities from the sterile “PMAC” to the generic “Arts Centre” over the years.

The addition of a new tagline, “Creativity Lives Here”, cements the standing of PoMoArts as a central part of Tri Cities’ artistic community.

Said Donna Pickerill of A3 Creative solutions, “We wanted to create a logo that referenced the landscape of Port Moody - the striking figure of the mountains against the waters - and give it an artistic and modern feel. The result is a logo that speaks to the long history of PoMoArts as a creative centre in Port Moody, the City of the Arts.”

[Pomoarts.ca](#) - the elegant new website incorporates a fresh and modern interface, is mobile and table responsive, integrates PoMoArts’ social media and online program registration system, and is a breeze to navigate.

Included on the new website is an online Artist Directory. Designed as the ultimate platform to showcase local creators, it offers Tri City creatives an unparalleled opportunity to promote their work, and the public, an easy way to discover the wonderful artists living in their community.

To set up an artist profile, you must be a member of PoMoArts. You can become a member online: [pomoarts.ca/membership](#) or by calling 604-931-2008.



About PoMoArts

PoMoArts (formerly known as the Port Moody Arts Centre) is a non-profit arts education facility offering over 350 classes/year in music, ceramics, visual and literary arts for both children and adults. Located in Port Moody's historic old city hall, we are home to the city's only public contemporary art gallery and produce free arts and cultural events throughout the year. For full details, visit www.pomoarts.ca.

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