



ECSO NEW WEBSITE & SIGNS – 3.24.21

CONTACT: Caleb Bailey  
caleb@ectsymphony.com

## **ECSO unveils new website and signs to roll-out updated branding**

The Eastern Connecticut Symphony Orchestra announces a new website and new storefront signs at their New London office location.

Designed by Miranda Creative, the new website ([www.ectsymphony.com](http://www.ectsymphony.com)) updates functionality to be responsive to multiple devices and incorporates the new logo also designed by Miranda Creative. ECSO's Board has been working behind the scenes during the pandemic to update the ECSO brand.

“Our new logo with the four bar design is fully inclusive of all of our partners that make up the ECSO: The Friends of the Symphony, the Eastern Connecticut Symphony Chorus, the Youth Orchestra and String Ensemble, and of course, the Symphony itself as the overarching artistic entity,” said Executive Director, Caleb Bailey. The update of the website was identified as a strategic priority at the last Board retreat and thanks to a donor gift, the process could begin while the orchestra was unable to perform on the traditional concert stage.

“This was an exciting and interesting project for us to take on,” said Tomasz Kazmierczak, art director at Miranda Creative. “It is our hope that the new logo and refreshed branding will increase the orchestra’s visibility and update the look and feel of the ECSO brand.”

“This fresh look and the new website will help ECSO continue to entrench itself as a valuable community and cultural asset to this region,” said Brian Pearson, who leads Miranda Creative’s web team. “The team at ECSO are great partners, and it was a pleasure to be part of such a fantastic project.”

ECSO worked with Critical Signs to update the storefront signs for the office location at 289 State St. Additionally, a new external sign will be added to the corner of State and Meridian Street, along with “ECSO” lettering in its windows on Meridian. The overall effect will be to better brand the ECSO office and to increase visibility to those visiting the office for routine business, meetings, or ticket information.

### **General organizational information:**

The ECSO’s mission is to inspire, educate, and connect our communities through live orchestral music.

The ECSO is now in its 74th season. It is a 501(c)(3) nonprofit organization serving the eastern Connecticut region, including New London, Norwich, Waterford, Groton, Mystic, Old Lyme and East Lyme. Recent concerts in Norwich and Willimantic reflect our renewed dedication to serving a broader area.

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