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The New York State Equal Rights Heritage Center Unveils New Brand

A Champion for New York's Equal Rights Heritage and a Gateway to the City of Auburn, NY, the Center Shines a New Light

Mayor Michael D. Quill and other City, County, and State officials gathered today at the NYS Equal Rights Heritage Center to officially unveil the center's first Brand Identity and Mission. The onsite event was held on the first day of the New York State Tourism Industry Association's 2019 Annual Meeting, a three-day gathering of top tourism officials from all across New York hosted by the Cayuga County Office of Tourism and being held at the Auburn Holiday Inn.

"I could think of no more exciting way to welcome the members of the New York State Tourism Industry Association to Auburn for their 2019 annual meeting than to unveil the Equal Rights Heritage Center's new look. Our new brand shines a light on both our state's rich equal rights heritage and all that our region and the City of Auburn has to offer," stated Mayor Quill.

Opened in November of 2018, the Equal Rights Heritage Center aims to attract and educate tourists and the local community while shining a light on historic and cultural sites, city events, local businesses and organizations, and much more that the City of Auburn has to offer. The Equal Rights Heritage Center is the home of Auburn's Historic and Cultural Sites Commission, which also includes members such as the Harriet Tubman Home and Harriet Tubman National Historical Park, the Seward House Museum, Willard Memorial Chapel, Auburn Public Theater, Schweinfurth Art Center, Cayuga Museum and more.

Located on the former site of the Women's Educational and Industrial Union, the NYS Equal Rights Heritage Center features a state-of-the-art exhibition titled "Seeing Equal Rights in NYS" where New York State's progressive history supporting equality comes to life through interactive displays. Songs, speeches, portraits, posters, and videos allow visitors to experience the creative and powerful ways New Yorkers organized the stand for justice, and learn about the key contributors from the 1800s to modern-day.

The Brand

The new brand embodies the informational and awareness-building mission of the Equal Rights Heritage Center through its use of a lantern mark, much like the symbolic lantern held by Harriet Tubman in her commemorative statue located in the Center's front courtyard.

The new logo also includes a completely custom and one-of-a-kind typeface, inspired by protest signage of the Civil and Equal Rights movements. To stress the commitment to and importance of highlighting New York State's equal rights heritage, the logo also features an equal sign that encapsulates the term "Equal Rights."

In full, the new brand signifies the Equal Rights Heritage Center as the official welcome center and tourism hub of the city, and accurately represents its main purpose: to shine a light on New York's equal rights heritage and the City of Auburn, NY's rich history, culture, and events--past, present, and future.

The Mission
The NYS Equal Rights Heritage Center is the official welcome center and tourism hub for the City of Auburn, NY. It serves to shine a light on New York's equal rights heritage, as well as, the historical, cultural, and entertainment assets the City of Auburn has to offer in a welcoming and educational manner. Learn more: equalrightsheritage.com

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