



**STATE OF MISSISSIPPI  
DEPARTMENT OF AGRICULTURE AND COMMERCE**

CINDY HYDE-SMITH  
COMMISSIONER

## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

**March 21, 2014**

**Contact: Lise Foy, Director**  
**Mississippi Agriculture & Forestry Museum**  
**1150 Lakeland Drive, Jackson, MS 39216**  
**Phone: (601) 432-4500 or 1-800-844-8687**  
**Fax: (601) 982-4292**

### **Mississippi Agriculture and Forestry Museum Launches New Branding Strategy**

JACKSON, Miss. – The Mississippi Agriculture and Forestry Museum announced the launching of a new branding strategy which includes a new logo and updated website as well as promotional materials and design templates for way-finding signage. The development and implementation of a new branding strategy is essential for executing and expressing the Museum's mission: *The mission of the Mississippi Agriculture and Forestry Museum is to create an environment that communicates the value of past and present Mississippi agricultural lifestyles, relationships, and practices and their relevance to the future of all people.* The branding strategy provides a seamless look across all mediums such as the website and promotional materials. Events and venue marketing will begin to be connected in the public's mind and will add strength to the Museum's primary brand.

"The Mississippi Agriculture and Forestry Museum is made up of many facets from the exhibit gallery to Small Town and rental facilities. This 'new look' will help us to connect all of the different offerings on the Museum campus so that the public has a better of understanding of who we are and the purpose we serve. This will be especially important in the future as we continue making improvements to the grounds, buildings, exhibits, and educational programs," said Commissioner of Agriculture and Commerce Cindy Hyde-Smith.

The new logo provides a visual identity for the Museum representing Mississippi farmland and how farming has progressed over time. It portrays the idea that the entire state of Mississippi is involved in farming and agricultural practices. The rows draw the eye from the Coast up to the Delta and Hill Country and can be viewed as going into infinity to symbolize the self-sufficiency of people. The tag line "Cultivating Mississippi" used in one of the logos is a reflection of not only cultivating the soil but telling the story of the progression of Mississippi culture as well. The color palette is very organic and was taken from actual colors of artifacts on the Museum campus.

"The new branding strategy sets a new standard for our future. The logo system will move us forward as we incorporate them into our planning, reinterpreting, and redesign of exhibit spaces and event programming," said Lise Foy, Director of the Mississippi Agriculture and Forestry Museum.

The Mississippi Agriculture and Forestry Museum, located at 1150 Lakeland Drive in Jackson, is open Monday through Saturday from 9:00 a.m. to 5:00 p.m. For more information about the Museum, call (601) 432-4500, visit [www.msagmuseum.org](http://www.msagmuseum.org), or visit the Mississippi Agriculture and Forestry Museum on Facebook. The Mississippi Agriculture Museum is a division of the Mississippi Department of Agriculture and Commerce.

###

An example of one of the logos used for the Mississippi Agriculture and Forestry Museum is attached.

