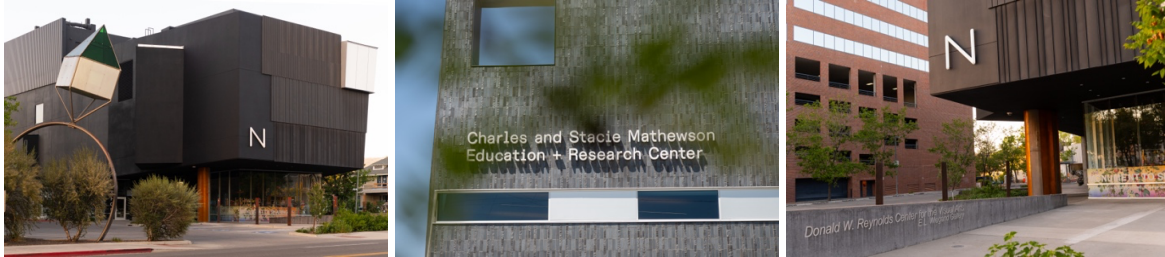




E. L. Wiegand Galleries  
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FOR IMMEDIATE RELEASE

## ALONGSIDE EXPANSION, NEVADA MUSEUM OF ART UNVEILS NEW VISUAL IDENTITY

**Reno, Nev. (July 25, 2025)** — Today, the Nevada Museum of Art announced a sleek new visual identity – including an updated logomark, color palette, and logotype. This timely evolution reflects the Museum’s ongoing commitment to innovation, stewardship, and environmental awareness as it completes its \$60 million expansion. Sleeker and more responsive than its predecessor, the new “N” logomark is the cornerstone of a modular system developed under the direction of award-winning creative director Brad Bartlett.

“Building on the equity of the current mark, the evolved logotype is constructed from a flexible system of modular units,” said Bartlett. “This system brings visual consistency across the organization and its brand extensions, from the Institute for Art + Environment to the Bretzlaff Book Shop. The system is generative and can respond to environmental data, temperature change, or wind speed. In this way, the logotype isn’t static or inert, but alive and dynamic, playfully reacting to the changing context of its usage.”

Designed to reflect the Museum’s thematic focus on art and the environment, the new logo and visual identity introduces a forward-looking aesthetic that is both distinctive and practical. Its modular framework allows for infinite variation while remaining instantly recognizable, adapting to digital and physical spaces alike.

David B. Walker, CEO of the Nevada Museum of Art, emphasized the importance of the redesign.

“As our unique museum brand evolves, so must our overall visual identity,” Walker added. “Brad Bartlett, whose deep knowledge of our institution combined with his unparalleled typographic elegance, has once again delivered a new visual language that reflects where we are today, and more importantly, where we are headed.”

The redesign is part of a larger effort to unify the Museum's visual language across its growing slate of programs, research initiatives, and community offerings. It also pays homage to the institution's architectural identity and its geographic location in the high desert of Northern Nevada.

Our membership and communities will begin seeing the new logo and identity system rolled out across signage, publications, digital platforms, and merchandise throughout 2025.

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#### ABOUT THE NEVADA MUSEUM OF ART

*The **Nevada Museum of Art** is the only art museum in Nevada accredited by the American Alliance of Museums (AAM) and among the few in the nation structured around thematic inquiry. Located in Reno, Nevada, on the edge of the Great Basin, the Museum's programming and collections are divided into thematic focus areas including the Art of the Greater West, the Altered Landscape, contemporary art, and work ethic in American art.*

*The Museum's **Institute for Art + Environment** expands the Museum's global research footprint and is an internationally recognized research center that supports the practice, study, and awareness of creative interactions between people and their natural, built, and virtual environments. The Institute houses unique archive materials including Cape Farewell, Michael Heizer, Walter de Maria, Lita Albuquerque, Judy Chicago, Burning Man, Center for Land Use Interpretation, Helen and Newton Harrison, High Desert Test Sites, Desert X, and Great Basin Native Artists Archive and Directory.*

*Learn more at [nevadaart.org](http://nevadaart.org).*

#### LAND ACKNOWLEDGMENT

*The Nevada Museum of Art acknowledges the traditional homelands of the Wašičiw (Washoe), Numu (Northern Paiute), Newe (Western Shoshone), and Nuwu (Southern Paiute) people of the Great Basin. This includes the 28 Tribal Nations that exist as sovereign nations and continue as stewards of this land. We appreciate the opportunity to live and learn on these Indigenous homelands.*