Hello Everyone,

I know there have been questions around what has been finalized and what has changed since our initial announcements at the All Hands meeting. In the past month, we continued to test and gather feedback around our CHM logo and visual identity elements. Based on this feedback, we have modified the logo to best convey our new brand that will begin a phased approach from Computer History Museum to CHM.The biggest change from earlier iterations that you may notice is the removal of the corememory (or networking pattern, as we’ve come to interpret it) asan extension of CHMlogo(For a detailed overview of our brand and visual journey, I encourage you all to read: **[“Rediscovering the Core: A New Identity for CHM.”](https://computerhistory.org/blog/rediscovering-the-core-a-new-identity-for-chm/)**)

As many of you know, the website is one of the first uses of this new visual identity, as is the revival of *CHM Revolutionaries* on KQED, which will air beginning on November 3. In tandem with these milestone projects, Marketing has been working on, revising, and perfecting our brand guidelines in preparation for staff distribution. We can’t wait to have all this come together and be able to share with you soon!

Marketing will be sending out the CHM revised guidelines, new logo files, and core memory/networking grid usage instructions in the coming weeks. Our plan is to have a series of roll-out meetings to answer all of your questions.

As always – let me know if you have any questions.

Best

Marie