
PRESS RELEASE

BIG APPLE PERFORMING ARTS



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NEW YORK CITY GAY MEN'S CHORUS LAUNCHES NEW BRANDING, REFLECTING A MORE CONFIDENT, DYNAMIC, AND DIVERSE LGBTQ COMMUNITY IN THE WORLD'S MOST VIBRANT CITY

NEW YORK, February 23, 2016 – The [New York City Gay Men's Chorus](#) has launched its refreshed branding, including a new logo, visual system, and website. Unveiled last night at its annual fundraising gala, Harmony, the [new branding](#) reflects today's highly diverse and confident LGBTQ community, as well as NYCGMC's continuing mission to change lives through superb singing.

"Since 1980, we've been pioneers in the LGBTQ community and champions for acceptance, equality, individuality, and fabulous music," said Charlie Beale, NYCGMC's Artistic Director. "We've also evolved with our community. Our conversation is no longer just about being gay and male—we are champions for a variety of sexual orientations and gender identities. This flexibility of identity is at the heart of our new brand and logo," Beale added.

Designed in conjunction with Brooklyn-based design firm, [Hieronymus](#), the logo is an unexpected composition of elements arranged harmoniously to produce the letters NYCGMC.

"It is inspired by a chorus, from all walks of life, singing in unison with a distinct perspective," said Chris Thomas, co-owner of Hieronymus. "It honors NYCGMC's musical spirit and legacy with shapes reminiscent of a musical staff—one that's been rearranged into something surprising and colorful. Aside from singing and activism, there's also something very New York about the new mark," Thomas added.

"New York is a world capital for for the performing arts and the LGBTQ community. It is diverse, vibrant, gritty, and surprising—and we are proud to be uniquely cut from the same cloth," said Damian Kington, head of NYCGMC's brand refresh. "Our new logo evokes the angular, architectural landscape of New York City—its streets, subway, and iconic buildings—as well as the pop and graffiti art that has so defined this amazing city around the world," Kington further commented.

The NYCGMC's new branding is now reflected across its website, social channels, and promotional marketing. The first production to incorporate the new branding will be [Big Gay Sing](#)[®], NYCGMC's annual sing-along extravaganza being held March 18 - 20 at NYU Skirball Center for the Performing Arts.

Ends

Here are links for more information on the following:

[NYCGMC](#)

[NYCGMC's new branding](#)

[Big Gay Sing](#)

[Hieronymus](#)

Old logo

nyc gay men's chorus

New logo



NEW YORK CITY
GAY MEN'S CHORUS

