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**Art League of Ocean City announces new iconic logo**

**OCEAN CITY, MD — April 21, 2020** — The Art League of Ocean City announces they have updated their branding to a new, graphically strong logo that showcases art and Ocean City.

The OC ART Logo will replace the double logo the Art League has been using since the new Ocean City Center for the Arts opened in 2013.

“It was time for an update. We have always had the dilemma of two operating names,” Rina Thaler, executive director of the Art League, said. “We are the Art League of Ocean City, and we operate the Ocean City Center for the Arts. Using both names was a challenge at times.

“Our new iconic logo simplifies things, focusing on the two most important words in our name – OC and art. We hope it becomes a recognizable symbol in the resort for fine art at the beach. Since our physical location is temporarily closed and all of our classes and events have moved online, we can begin to implement this new logo immediately.”

The Art League will implement the new logo in phases, with the website and social media changing first and other items replaced as they are needed to restock.

*The Art League of Ocean City is a non-profit organization dedicated to bringing the visual arts to the community through education, exhibits, scholarship, programs and community art projects. Financial support comes primarily through membership dues from individuals and corporate sponsors. Funding for exhibits is also provided by the Community Foundation of the Eastern Shore, the Worcester County Arts Council, Maryland State Arts Council, and the National Endowment for the Arts, organizations dedicated to cultivating a vibrant cultural community where the arts thrive.*

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**ART LEAGUE OF OCEAN CITY  
CENTER FOR THE ARTS**