

For Immediate Release



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MASONIC MEDICAL RESEARCH INSTITUTE (MMRI) MAKES STRIDES TOWARDS THE FUTURE WITH THE UNVEILING OF A NEW LOGO

MMRI's Journey to Modernize and Rebrand Continues with the Launch of 2-Year Long New Logo Project

(UTICA, NY) Under the vision of Dr. Maria Kontaridis, Masonic Medical Research Institute (MMRI) has been in a season of change and growth. Over the past two years, the Institute has seen renovations of the laboratories, an expansion of its research portfolio, an increase in talented faculty and staff, and now, the unveiling of a new logo. The logo marks a time of rebranding for the Institute, which will help modernize their image as they propel into the future. “The effort to rebrand has been a long time coming. Since January of 2018, when we changed our name from Masonic Medical Research Laboratory to MMRI, we have been making strides towards modernizing and maximizing our potential for success in the future. The presentation of a new logo, together with our name change, is a milestone for the Institute, symbolizing not only how far we have come in such a short time, but where we have yet to go” said Dr. Maria Kontaridis, Gordon K. Moe Professor and Chair of Biomedical Research and Translational Medicine and Director of Research.

On November 22, 2019, MMRI faculty and staff, members of the Board and Grand Lodge of New York gathered to announce the unveiling of the new logo. At 11 a.m. a press conference was held in the Bond-Trosin auditorium, on the MMRI grounds, and featured a presentation on the development, implementation and significance behind this rebranding. “We see the implementation of a new logo as a message of who we are now, and how that differs from who MMRI used to be” said Kayleigh Caruso, Development Associate. A full-panel marketing table with first edition, new logo MMRI products was on display. All products will be available for purchase, with proceeds going towards support of the ground-breaking research.

Through the teamwork of MMRI faculty and staff, production on the logo concept and design was met without delay. The multi-talented employees showcased their abilities of creativity and collaboration by working effectively to produce a full-length logo design and pitch. “The logo could not have happened if it were not for the dedicated staff and the ability for us all to work together. I am proud of my team and am excited to see where this rebranding will lead us” said Susan Bartkowiak, Interim Director of Administration and Grants Administrator.

The imaginative design brings a modern twist to the previous red logo, by introducing a striking blue and gray theme that better reflects the direction and vision of the Institute. In order to highlight both the scientific research and the Masonic legacy of the Institute, the logo features a

DNA helix that almost appears to flow into the Masonic square and compass. “MMRI is built on the coming together of Masonic principles and the aspiration to conduct beneficial research for all humankind. As MMRI continues to move forward, it is important that we maintain these roots, while defining who we are now” said Alex Simon, Director of Development.

By incorporating these two significant facets of MMRI’s foundation, the institute’s new logo is simple yet informative image of who this world-renowned research entity is, and all right here in the Mohawk Valley. What used to be primarily a cardiac research facility, has broadened its horizons into several new areas of research. The previous red Erlenmeyer flask logo accentuated the primary research of the Institute during the late 20th century. Now, the color transformation encompasses the addition of the ever-expanding research interests, showcasing MMRI as a diverse and innovative laboratory of the 21st century. “With the launch of the new logo, we hope to revitalize the Institute, building awareness of who we are, both within the community and around the world. The rebrand marks a new and prosperous phase for MMRI, one that will engage more collaborations, create diverse research avenues, and provide the basis of understanding and treating disease.” said Chase Kessinger, Instructor of Cardiovascular Medicine.

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MMRI is dedicated to scientific research that improves the health and quality of life for all. We strive to conduct high quality research aimed at developing a deep understanding of diseases and generating innovative cures and treatments. For more information about MMRI, please visit mmri.edu.