



FOR IMMEDIATE RELEASE
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MARSHALL COUNTY COMMUNITY CENTER UNVEILS NEW NAME AND LOGO
Enrich experience and new rebranding campaign

MARSHALL COUNTY, IN. – The Marshall County Fair Association, the board that manages the Marshall County Community Center, announced they have rebranded the event venue which will now be known as Gallery on West.

Gallery on West, located on West Street in Argos, was built in 2019 as an event space for the community. It is also used by the fair during the week of the 4-H Fair. The event space has hosted numerous events including community events, weddings, prom, business meetings, fundraisers and more.

Jim Griewank, president of the fair board states “as a board we discussed the fact that Marshall County has this great community center, yet people were still unaware that it is available to them. We formed a subcommittee to tackle the matter.”

The subcommittee’s goal was to increase awareness of the venue, update the name, and enrich the experience of visitors. Several rebranding strategy sessions were conducted with local marketing firm Red Door Marketing. Stemmed from those meetings is a new name, new logo, and the addition of artwork in the venue.



The design objective was to keep the logo simple and modern with a splash of elegance. It speaks to the style of the venue. As a nod to the artwork hung around the venue, the logo is framed reflecting a similar look as artwork being hung. Angel Balsley, chair of the rebranding committee, states “we are very pleased with our new logo. An important feature is the simplicity of the black and white. It allows for individuals to add our logo to their invitations or promotional material without competing colors or pulling a viewer’s attention away from the main purpose.”

The rebranding is not just cosmetic. In addition to the new logo, the venue has enriched the experience of guests using their space. Balsley adds “adding an art gallery piece to our event venue not only gives local artists a place to showcase their

work, but it also introduces art to people who might not otherwise visit an art gallery. We are expanding exposure of the arts in Marshall County, and it feels as a win/win for everyone.”

The gallery aspect of the venue continues to develop. The subcommittee has partnered with Heartland Artists Gallery and the Arts and Culture Committee of Marshall County Crossroads. The organizations will continue to work together as the gallery grows. Future goals include regular rotation of the artwork and continue to have art show events. Hosting of art classes for adults and youth are also being discussed.

Griewank adds “although we have changed the venue name to incorporate the new artwork, at the core of the venue’s mission remains the mindset of a community center. This is a beautiful building with the sole purpose to bring the community, families, and friends together. Our hope is the rebranding will inspire the community to find ways to connect with each other.”

About Gallery on West: Gallery on West, located at 202 West Street in Argos, Indiana, is an event venue capable of hosting up to 307 guests. Formerly known as the Marshall County Community Center, Gallery on West hosts community and private events in a gallery setting that displays the artwork of local artists. Unique features, such as open catering, high-speed internet, unlimited room configuration, and access to a commercial kitchen, allows for a range of budget-friendly events from organizations, non-profits, and individuals. Rates vary and are dependent on several things including non-profit and income levels. For more information, visit www.GalleryOnWest.com.

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