



THE HISTORY FACTORY

A HERITAGE MANAGEMENT AGENCY

Media inquiries:

Jason Dressel
Vice President & Managing Director
O: 703.227.9576
M: 202.365.8897
E: jdressel@historyfactory.com

EMBARGO UNTIL OCTOBER 10, 2012

The History Factory's New Brand Built Upon Authentic Storytelling

A major brand overhaul positions the leading heritage management agency around the concept of "The Art of Storytelling." The History Factory's rebranding emphasizes its strength as a leading heritage management agency providing best-in-class companies and brands with authentic and relevant ways to share their stories.

Washington, D.C., Oct. 10, 2012 – The History Factory, a Washington, D.C.-based heritage management agency, announces the launch of its new brand identity featured on the company's newly-revamped website, www.historyfactory.com.

The new brand reflects the truly unique personality of the agency and its people, as well as the award-winning creative work it does for clients. The rebranding also more clearly delineates The History Factory's creative agency in downtown Washington, D.C. from its Archives Lab located in the northern Virginia suburbs.

"The brand concept is eclectic, but it is also rooted in authenticity, substance and the truthfulness of who we are," says Bruce Weindruch, Founder and CEO of The History Factory. "We've always taken pride in being a unique resource in the marketplace, and our refreshed website and other communications reflect that approach."

"Our brand research with clients and prospects gave us two clear priorities," says Jason Dressel, Managing Director of Business Development. "The first is to share our industry-leading expertise and point of view by effectively showcasing our work and people. The second is to tell our own story and present The History Factory in a way that captures who we are. Our new website, graphic identity and social media presence are part of these efforts. The logo is a metaphor for it all: an attention-getter and a conversation-starter that allows us to share our story."

"When you look back at our evolution, you can see that we're returning to a positioning that is more authentic to The History Factory's true character," says Weindruch. "Over the last decade, with considerable growth and formalization within the organization, the brand lost its inherent playfulness. As we enter our thirty-fourth year, there's a renewed energy in our culture. This branding is right for the next era."

###



About The History Factory

Founded in 1979, The History Factory is a heritage management agency that equips best-in-class companies and brands to discover, access and use their heritage for competitive advantage. The History Factory blends storytelling, technology, design, communications, archival and historical expertise to create and orchestrate customized programs for its clients. Learn more at www.historyfactory.com.

Follow The History Factory on [Facebook](#), [Twitter](#) and [LinkedIn](#). The History Factory's official blog, Business History Matters, can be found at www.businesshistorymatters.com.