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Hoover Presidential Foundation Unveils New Logo, Marking a Defining Moment Ahead of August Grand Reopening

WEST BRANCH, IA / [ACCESS Newswire](#) / May 28, 2026 / The Hoover Presidential Foundation today announced the introduction of its new logo, a modern identity that reflects a broader, more complete telling of Herbert Hoover's life and legacy. The unveiling comes as the Foundation prepares for the highly anticipated grand reopening of the Herbert Hoover Presidential Library and Museum on August 6, 2026.

The new mark is intentionally simple, strong, and symbolic. At its center are two vertical pillars forming the letter "H," representing Hoovers presidency and humanitarian work; hallmarks of Hoover's leadership. Between them, three stars draw the eye, symbolizing service, leadership, and impact. Together, the elements reflect not only Hoover's presidency, but the full scope of his life's work, including his global humanitarian efforts that defined his legacy long before and long after his time in office.

"This is not just a new logo. It is a signal of a more complete story," said Mundi McCarty, President and CEO of the Foundation. "As we approach the grand reopening, we have a unique opportunity to reintroduce Herbert Hoover to the nation in a way that fully reflects who he was. This new identity represents that evolution. It honors history, while allowing us to tell it with greater clarity, depth, and relevance."

The timing of the launch of the logo is intentional. As the Herbert Hoover Presidential Library and Museum prepares to reopen on August 6, the new brand establishes a cohesive visual and narrative foundation for what visitors, members and donors will experience. The reimagined museum places a renewed emphasis on Hoover's humanitarian work, leadership principles, and lasting global impact of both Herbert and Lou Henry Hoover, expanding beyond traditional presidential storytelling.

"The Foundation has always been committed to preserving and sharing Herbert Hoover's legacy, but how we tell that story matters," said Allan Hoover III, Chair of the Board of Trustees. "This new logo reflects a broader perspective. It represents a legacy that is not confined to a moment in history, but one that continues to resonate today. As we look toward the grand reopening, it sets the tone for what people will discover when they walk through those doors."

The new logo will be rolled out across all Foundation communications, digital platforms, and on-site experiences in the weeks leading up to the August 6 reopening. It will serve as the visual anchor for a renewed national conversation around Hoover's life, leadership, and enduring contributions.

The Herbert Hoover Presidential Library and Museum grand reopening on August 6 marks a milestone moment for the Foundation, the community of West Branch, the state of Iowa and visitors from across the country. The transformation represents years of planning, investment, and a commitment to telling a story that is both historically grounded and newly relevant.

For more information about the Hoover Presidential Foundation and the upcoming grand reopening, visit hooverpresidentialfoundation.org/events

About the Hoover Presidential Foundation

The Hoover Presidential Foundation is a nonprofit organization dedicated to advancing the legacy and relevance of Herbert Hoover. In partnership with the Herbert Hoover Presidential Library and Museum and the Herbert Hoover National Historic Site in West Branch, Iowa, the Foundation supports exhibitions, educational programming, preservation, and public engagement that bring Hoover's story to life.

The Foundation emphasizes leadership, service, and civic responsibility, with a focus on Hoover's humanitarian impact and global contributions, presenting a more complete and meaningful understanding of his life for today's audiences.

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