

## FOR RELEASE

Media Contact: Marina Nasonti  
The Eisen Agency  
Marina@TheEisenAgency.com

Twitter @ EisenHotNews

## Worldwide UFO Research Organizations Completes Rebrand, Unveils New Logo

*The Mutual UFO Network Launches New Branding as UFO Interest Heats Up*

**Cleveland, OH – November 3, 2016** – The Mutual UFO Network (MUFON) has a new kind of launch they're talking about today – the launch of their new branding and logo. The worldwide UFO research organization seeks to share more information about the investigative body to a broader audience and is unveiling a new look, freshened language and a massive national membership drive to get more folks involved in the UFO phenomenon.

The logo launch can be accessed here: <https://www.youtube.com/watch?v=2bVWGmh4chY>

The rebrand effort was led by Ohio based branding and communications firm The Eisen Agency, perhaps most known for its branding efforts in the franchise, financial, aerospace and manufacturing spaces. MUFON executive director Jan Harzan, along with MUFON's national board of directors, say the timing was right for a freshened brand in an effort to bring the organization more into the mainstream and to also foster and encourage a healthy curiosity with space travel and the possibility of extra-terrestrial life.

"We live in such an exciting time when we are talking about missions to Mars, the amazing imagery we are seeing from our satellites and telescopes, and private businesses endeavoring into space travel," Harzan says. "Our organization was established in 1969 on the eve of the first moon landing, and the curiosity and love of space was at such a height then, and today is much like that magical time. There is tremendous interest in all things space."

Harzan explained that the largest challenge of the rebrand was to create a narrative, look and feel that was more "friendly" and "accessible," while maintaining the core mission of research and investigation. As the 4,000 member organization seeks to nearly triple its worldwide membership in the coming years, The Eisen Agency CEO Rodger Roeser explained that the rebrand included the best elements of the nearly 50 year history of the organization, while "boldly going" headfirst into the future.

"We started with looking at the organization in a new way, and working to encourage anyone and everyone that loves things like astronomy or space travel or science fiction that they can actually get in on the action and help be part of that search and that sharing of information," Roeser said. "We believe most folks never realized they could actually join a group like this. It's fun. It's fascinating, and who knows, someone out there today could end up a part of what would be the biggest discovery in human history."

Roeser's team simplified the MUFON logo and bring it into a more contemporary standard that would translate across a variety of different marketing mediums. The addition of the .est 1969 under the logo was a tip of the hat to not only the longevity of the organization, but core to the fascination of the brand and a tie to the year of the first moon landing. The tagline "curious" was added as the core essence of the branding, encouraging a little mystery while fostering a healthy curiosity in joining the search. An entirely new membership program was developed with three levels that anyone can join for as little as \$4.99/month. Members receive a monthly magazine which the agency reimagined, and soon, a members-only VIP section of a new website will be unveiled with exclusive access to research, information and background items. Roeser said he expects the new site to launch later this month.