



**FOR IMMEDIATE RELEASE**

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## **Ramapo College's Berrie Center Launches Rebrand "Arch Performances"**

Mahwah, NJ- For 24 seasons, Ramapo College of New Jersey has been bringing outstanding guest artists to perform at the Berrie Center for the Arts on the Ramapo College campus. As the Berrie Center Performances' team looks to the future in anticipation of their silver anniversary, they are thrilled to announce their new brand **Arch Performances!** [Arch Performances](#) replaces what has been affectionately known as the Berrie Center Performances. This rebrand is a collaboration between the Berrie Center for the Arts and the Ramapo College Office of Marketing, with the new logo designed by Angela Moore, web & digital designer. The new logo is an artistic interpretation of the three-tiered building that is one of the most distinguishing features of the Berrie Center for the Arts.

Berrie Center Director Lisa Campbell explained the realignment of the logo and the mission. "Over our twenty-four-year history, so much has changed on our campus. The Berrie Center for the Arts is now home to a wide variety of programs and users and we are looking to distinguish our performing artist series. Our series has always had the vision of being a community resource welcoming 85% of our audiences from the greater Mahwah region."



Arch Performances is a nod to Ramapo College's most distinguishing feature. "We like the idea of relating a key icon as an identifier with our series. In addition, the true meaning of 'arch' is to serve as a support – something we strive to do every day for both our campus and neighboring communities," Campbell explains.

The logo is synonymous with professional and high caliber performing arts by [Arch Performances](#)' guest artists at an affordable price.

**Arch Performances. Same great events. Same great location.**

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### **ABOUT RAMAPO COLLEGE**

Ramapo College of New Jersey is the state's premier public liberal arts college and is committed to academic excellence through interdisciplinary and experiential learning, and international and intercultural understanding. The comprehensive college is situated among the beautiful Ramapo Mountains, is within commuting distance to New York City, was named one of the 50 Most Beautiful College Campuses in America by *Condé Nast Traveler*, and boasts the best on-campus housing in New Jersey per Niche.com. Established in 1969, Ramapo College offers bachelor's degrees in the arts, business, data science, humanities, social sciences and



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the sciences, as well as in professional studies, which include business, education, nursing and social work. In addition, the College offers courses leading to teacher certification at the elementary and secondary levels, and offers graduate programs leading to master's degrees in Accounting, Applied Mathematics, Business Administration, Contemporary Instructional Design, Computer Science, Creative Music Technology, Data Science, Educational Leadership, Nursing, Social Work and Special Education, as well as a Doctor of Nursing Practice.