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FOR IMMEDIATE RELEASE  
June 21, 2025

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### **San Diego Children's Discovery Museum Unveils New Name and Logo: Now Children's Museum of Discovery**

**Escondido, CA.— June 21, 2025** – San Diego Children's Discovery Museum, a beloved destination for hands-on learning in North County, is excited to announce a new name and brand identity: Children's Museum of Discovery (CMoD). The refreshed brand reflects the Museum's ongoing mission to spark a love of learning so all children can discover their wildest dreams.

The rebrand comes after thoughtful consideration and community feedback. Using insights collected through surveys, member feedback, and internal discussions, the new name and logo better represent the Museum's vibrant experience and clears up longstanding confusion about the Museum's location and identity.

"We've often heard variations like 'Escondido Children's Museum' or 'Discovery Center,' and we realized our previous name was a bit of a mouthful," said Christina Piranio, Chief Executive Officer of Children's Museum of Discovery. "The new name simplifies things while keeping 'discovery' at the heart of who we are."

The new logo incorporates playful, colorful design elements that evoke the spirit of childhood exploration. Primary colors, updated with a modern twist, alongside offset block shapes and a welcoming archway symbolize the Museum's commitment to early childhood education that is rooted in purposeful play opportunities.

"Every element of the new logo was chosen with intention," said Piranio. "Our hope was to invoke feelings of childhood nostalgia through a playful design. The blocks represent the foundational 'building blocks' of learning, and the arch symbolizes the doorway every child and caregiver steps through on their way to a day of discovery."

While the name and logo are changing, the Museum's core mission remains the same. Visitors can continue to expect the same hands-on exhibits, STREAM-based programs, and special after-hours events that have made the Museum a favorite for families across the region.

The rebranding was made possible by local creative agencies [MiresBall Brand Design](#), who developed the new name and logo, and [Puzzle Pieces Marketing](#), who developed the visual identity and corresponding website design.

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### **About Children's Museum of Discovery**

The Children's Museum of Discovery's mission is to spark a love of learning so all children can discover their wildest dreams. Its vision is to be the leader in inventive early childhood education. The Museum's hands-on educational exhibits and programs focus on science, technology, reading, engineering, art, and math (STREAM) for children up to age 10. The Museum is affiliated with the Association of Children's Museums and the San Diego Museum Council. To learn more about the Museum, visit [visitcmod.org](http://visitcmod.org)