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01 LOGO

THE UNIQUE MARK

The Hartford Public Library logo is composed of two parts: the **icon**, and the **wordmark**.

The icon comprises three shapes that come together to form an abstract letter H representing the heart of the library: its home in Hartford. These shapes not only form the letter H, but also serve as a nod to other aspects of the library, its community, and its history — representing diversity, books, buildings, a bridge, and even the library's original home in the Wadsworth Atheneum. The one-color variation of this icon, seen later in this guide, serves as a window into the library's thriving community.

The curved lines of the icon paired with the wordmark's clean and straightforward sans serif font speak to the approachability and accessibility of the library — while setting the wordmark in all uppercase resonates with the brand's legacy and strength in the Hartford community.


The colors chosen for this mark build on the brand's history, pairing updated shades of its purple and gold colors with a vibrant red that is classic and iconic to Hartford, and a neutral and accessible beige accent color for contrast.



SIZING + WHITE SPACE

The Hartford Public Library logo should be used as originally designed and proportioned as shown here to the right, and in the variations listed on the following pages of this guide. The logo should not be modified except to scale the image while maintaining its aspect ratio. It should not be rendered at a size that makes the text illegible.

A buffer zone of at least 15% of the logo mark's width should appear between the logo and other design elements.

		15%		
15%			15%	
		15%		

LOGO VARIATIONS

There are several versions of the Hartford Public Library logo that can be used in different media and applications. Usage will mainly depend on the size and shape of the space available.

FULL LOGOS:

These are the primary logo variations to be used wherever possible when not paired or housed within the brand's icon grid seen, on page 20.

WORDMARKS:

The wordmark may be used independently in certain use cases where size affects legibility (i.e., small pieces of collateral like a pen). The wordmark may also be used independently when it is used in conjunction with the brand's icon grid seen page 20.

ICON:

Icons may be used independently as graphic elements and as a representation of the brand in small use cases (e.g., social media profile images).

All variations of these files are supplied in .eps, .svg, .pdf, .jpg, and .png formats.

All variations of these files are available in Spanish.

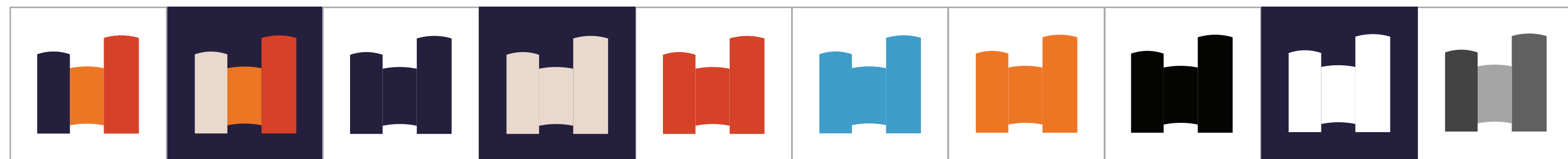
FULL LOGOS:



WORDMARKS:



ICON/FAVICON:



LOGO MISUSE

The Hartford Public Library logo should never be skewed or manipulated in a way that alters the brand, as seen in the examples to the right.



Changing the order of the colors in the icon.



Reversing order of wordmark and icon.



Separating the columns of the icon.



Tilting or skewing.



Changing the logo's original font.



Applying gradients.



Assigning completely new colors to the logo.



Placing the logo on an illegible and/or clashing color.



Outlining the logo.



Placing the logo behind multiple different colors.



Using drop shadows.



Using a different color for the solid icon than its accompanying HPL text.

BRAND COLORS

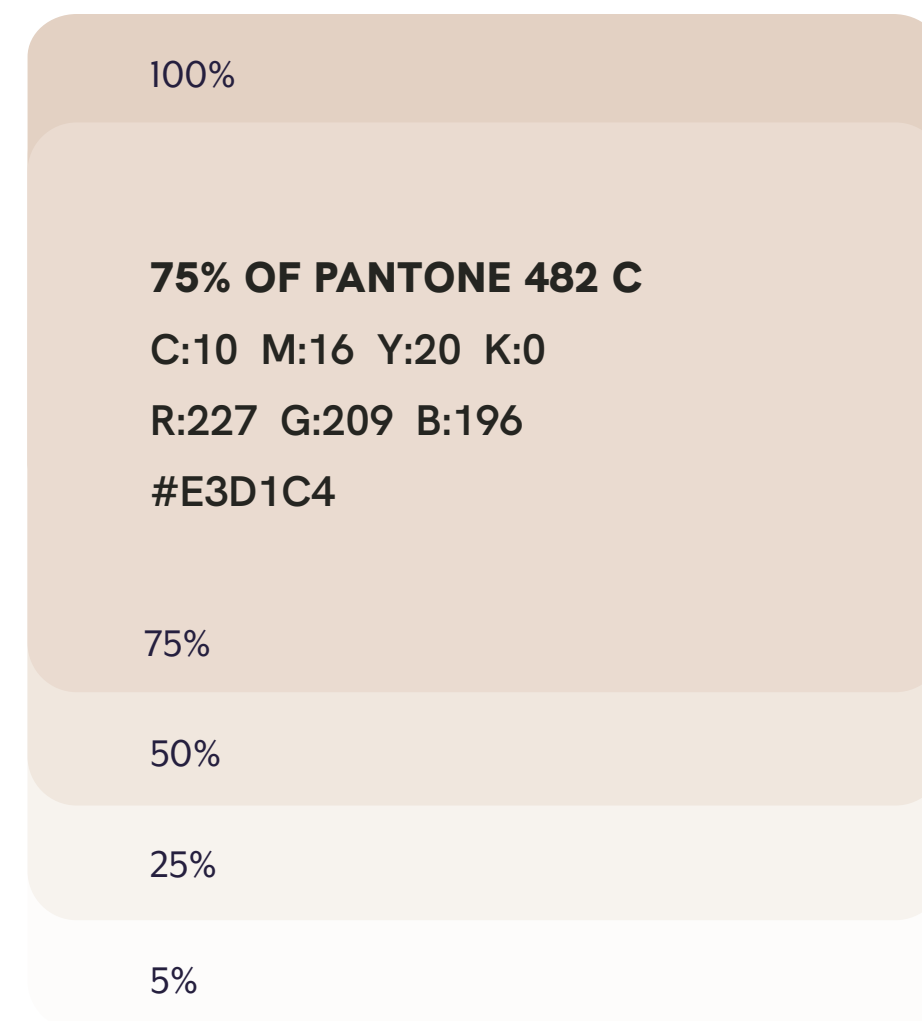
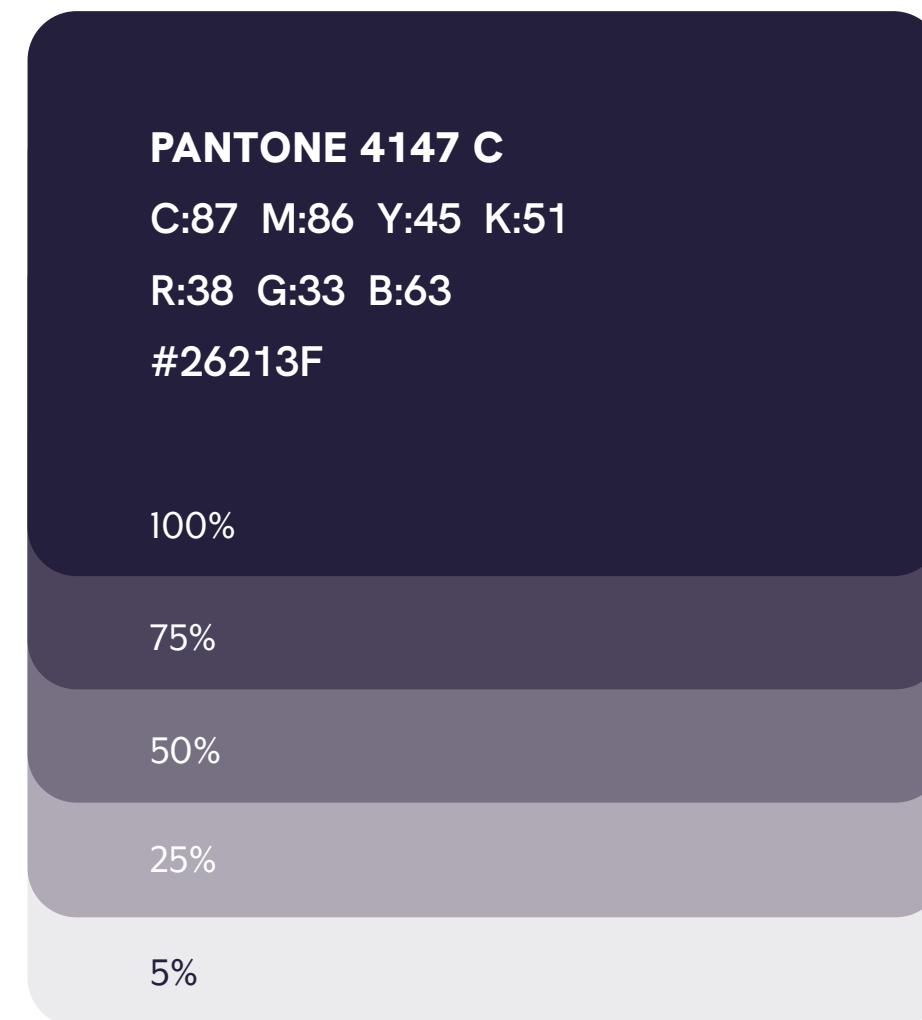
The colors chosen for the Hartford Public Library brand build on its history, pairing updated shades of its purple and golden yellow colors with a vibrant red that is classic and iconic to Hartford. This color palette was designed to be flexible, dynamic, and cohesive.

Pantone 4147 C, and 75% of 482 C, are the primary colors for the Hartford Public Library brand, used dominantly in application.

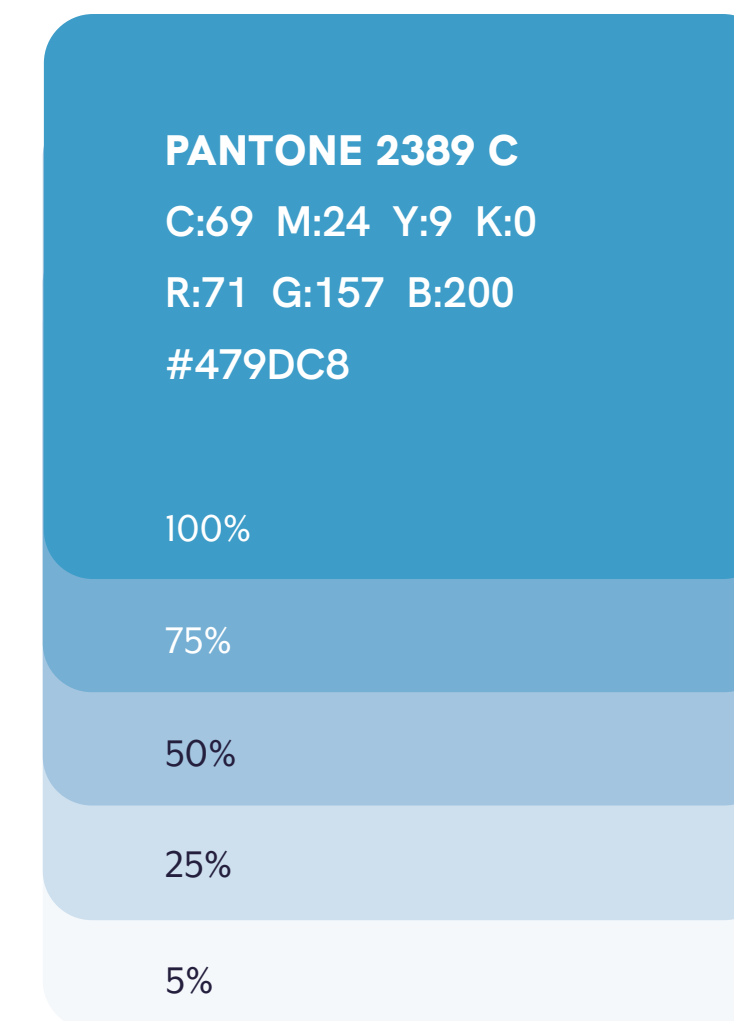
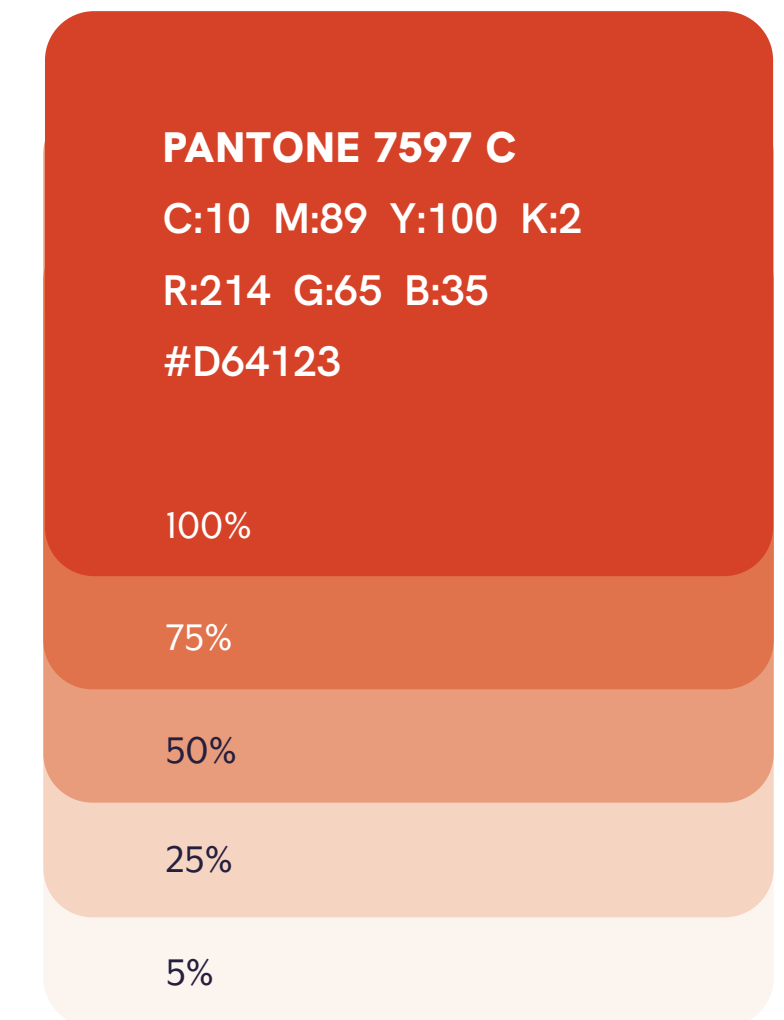
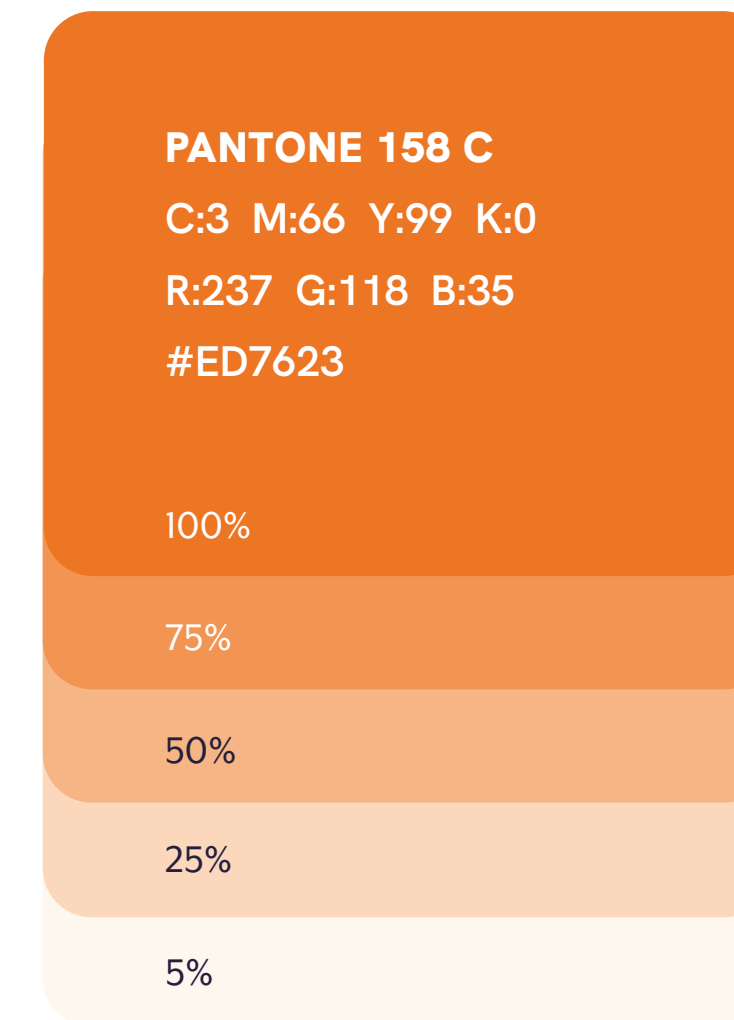
Pantone 158 C, 7597 C, and 2389 C are secondary brand colors to be used in unison or as accents to the primary brand palette.

Lighter tints and darker shades of all of these colors may also be used on branding materials as desired.

PRIMARY COLORS



SECONDARY/ACCENT COLORS



NOTE: 75% is the primary opacity used for Pantone 482C.

WEB COLOR ACCESSIBILITY

Web color accessibility standards ensure that websites and digital content are inclusive, provide equal access of information and improve the user experience to all individuals. They also ensure that text and graphics are legible at all sizes.

#26213F, #E3D1C4, and #FFFFFF are the primary colors that should be used for body and heading text on the web in addition to grayscale colors. Some additional variations of color combinations may also be used on various text elements on the web. Use the guide to the right for appropriate color pairings that meet accessibility standards.

NEVER change Hartford Public Library's brand colors in an effort to meet contrast requirements with another color.

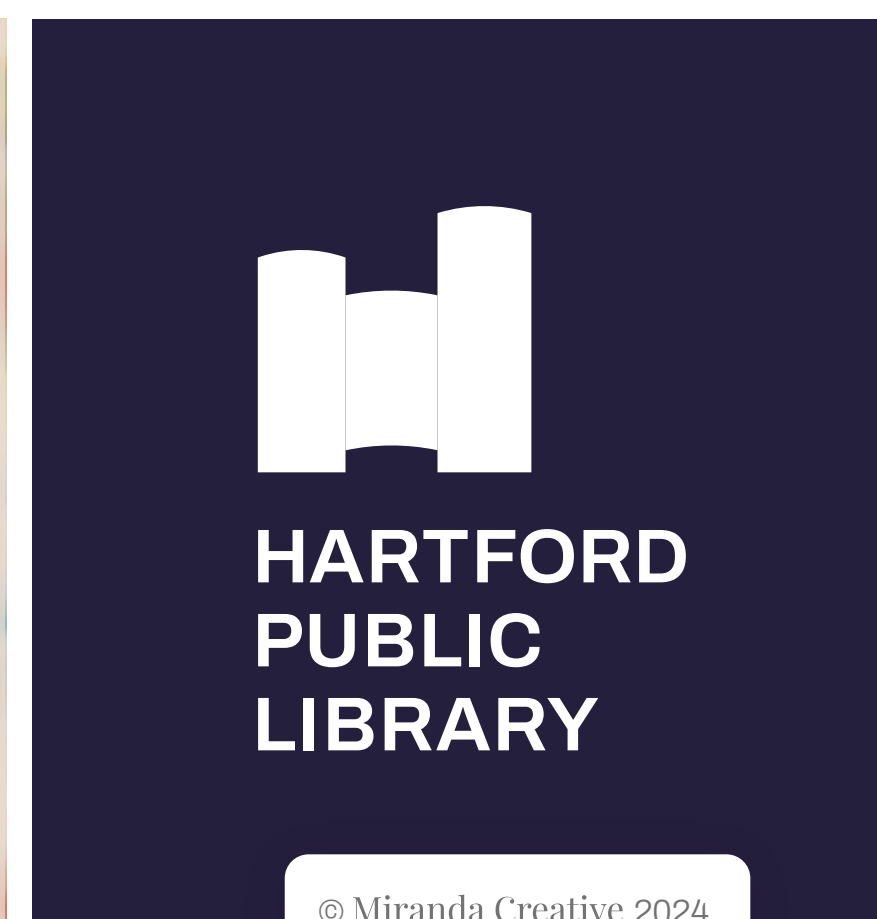
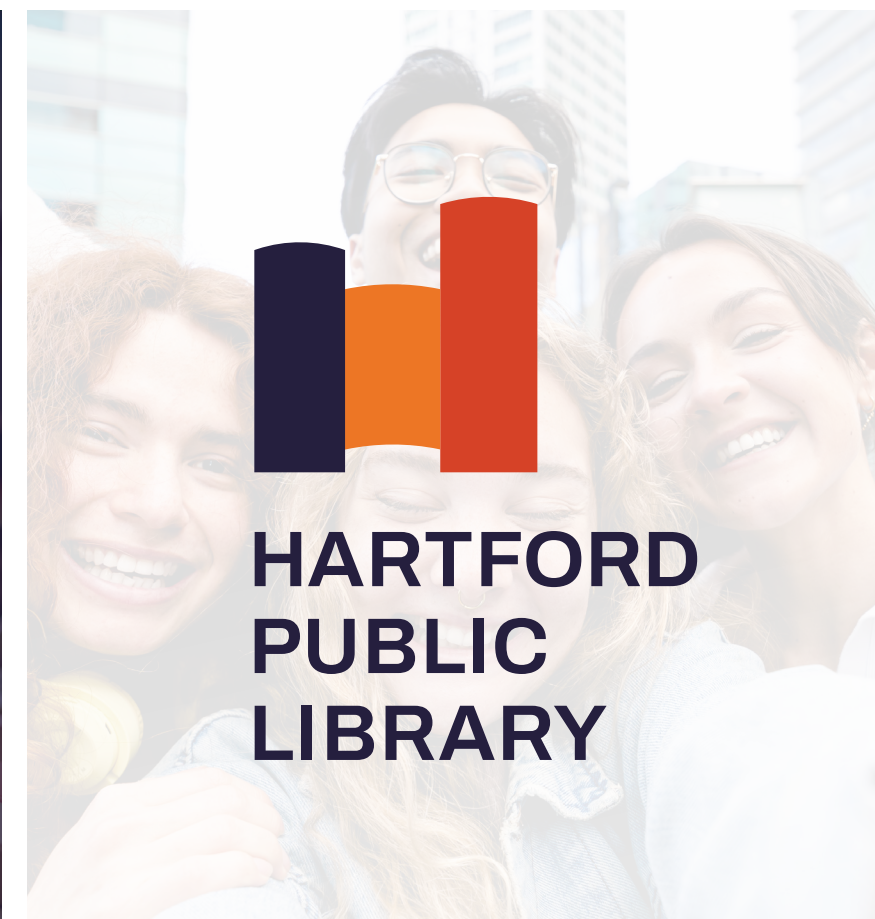
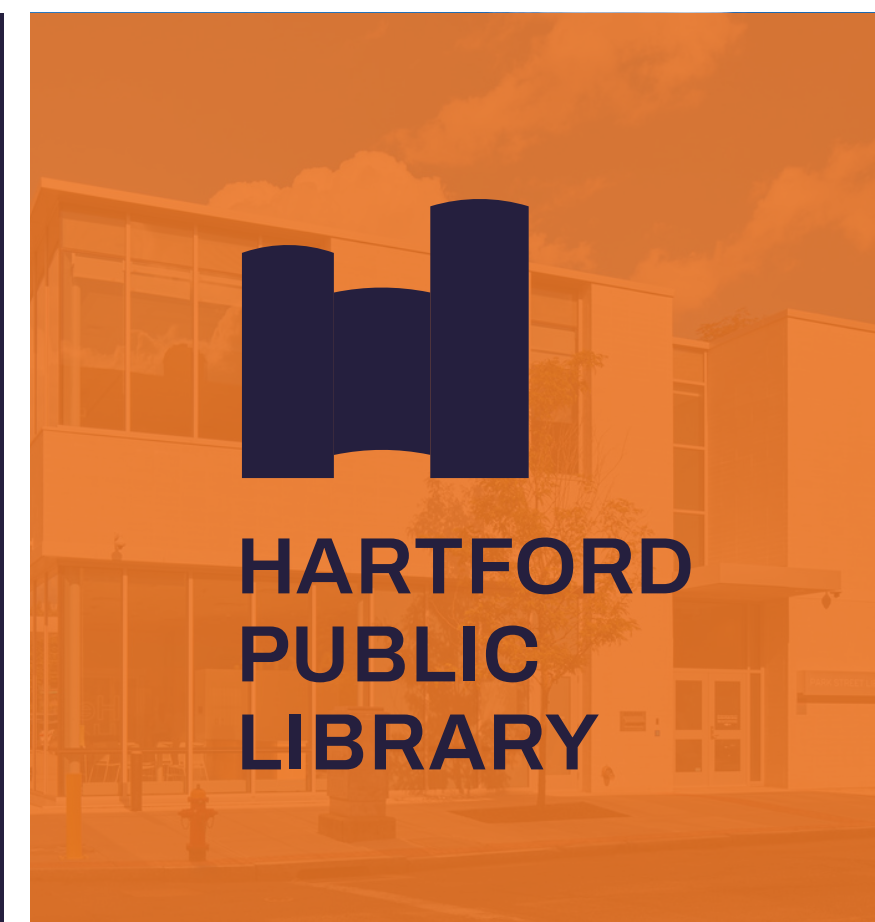
15.31:1 AAA:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #FFFFFF background color: #26213F</p>	9.33:1 AAA:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #26213F background color: #E3D1C4</p>	5.26:1 AA:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #26213F background color: #ED7623</p>	4.53:1 AA:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #FFFFFF background color: #D64123</p>	3.03:1 A:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #FFFFFF background color: #479DC8</p>
15.31:1 AAA:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #26213F background color: #FFFFFF</p>	9.33:1 AAA:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #E3D1C4 background color: #26213F</p>	5.26:1 AA:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #ED7623 background color: #26213F</p>	4.53:1 AA:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #D64123 background color: #FFFFFF</p>	3.03:1 AA:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #479DC8 background color: #FFFFFF</p>
3.38:1 A:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #D64123 background color: #26213F</p>	5.05:1 AA:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #479DC8 background color: #26213F</p>	3.38:1 A:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #26213F background color: #D64123</p>	5.05:1 AA:AAA:AAA	<p>regular text (< 17pt) large text (> 18pt, > 14pt BOLD) graphics</p> <p>text color: #26213F background color: #479DC8</p>		

COLOR USE

If the production method allows, the full-color version of the logo is always preferred. In cases where only one color is viable, a solid version of the logo can be used in either of the Hartford Public Library's primary brand colors.

When color production is not available, the grayscale version of the logo should be used, followed by the one-color black logo variant. On a black or colored background, one-color beige or white logo variants should be used.

All variations of these files are supplied in .eps, .svg, .pdf, .jpg, and .png formats.



BRAND TYPEFACE

Archivo is a typeface renowned for being clean, accessible, and approachable.

As the primary typeface for the Hartford Public Library brand, Archivo can be used for all forms of text from headlines, sub-headlines, and pull quotes to any large bodies of copy.

Archivo features different weights and styles allowing for flexibility and the ability to distinguish a clear hierarchy of information. Body copy text should never overwhelm headlines/sub-headlines in weight.

Sample headline

OUR MISSION

Hartford Public Library provides free resources that inspire reading, guide learning, and encourage individual exploration.

Sample body copy

Archivo - Black
headlines

**Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz 0123456789!@#***

Archivo - Bold
headlines/sub headlines

**Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
0123456789!@#***

Archivo - Regular
sub headlines/body copy

Lorem ipsum dolor sus aut aut pratur moluptatur, illabor ehenest odiamenecum a vollendunt, unturio. Es dolorectia simillabore conectem quas dolupta testem voluptam, si aditatur aut hit et quia voluptae voluptamusam volorit mi, int perum et quae. Porro optur re por atquibus ant.

02 ICONS

BRAND ICONS + CATEGORIES

Representing the entirety of what the Hartford Public Library does and stands for in the community could never be expressed fully in just one icon mark. Understanding this, the logo mark works symbiotically with a custom branded icon set. Each of these icons **represents different facets of what the library does and the communities it serves.**

The icons within this system mimic the style of Hartford Public Library's parent icon mark in their boldness and simplicity, making them universally approachable and understandable regardless of cultural or linguistic background.

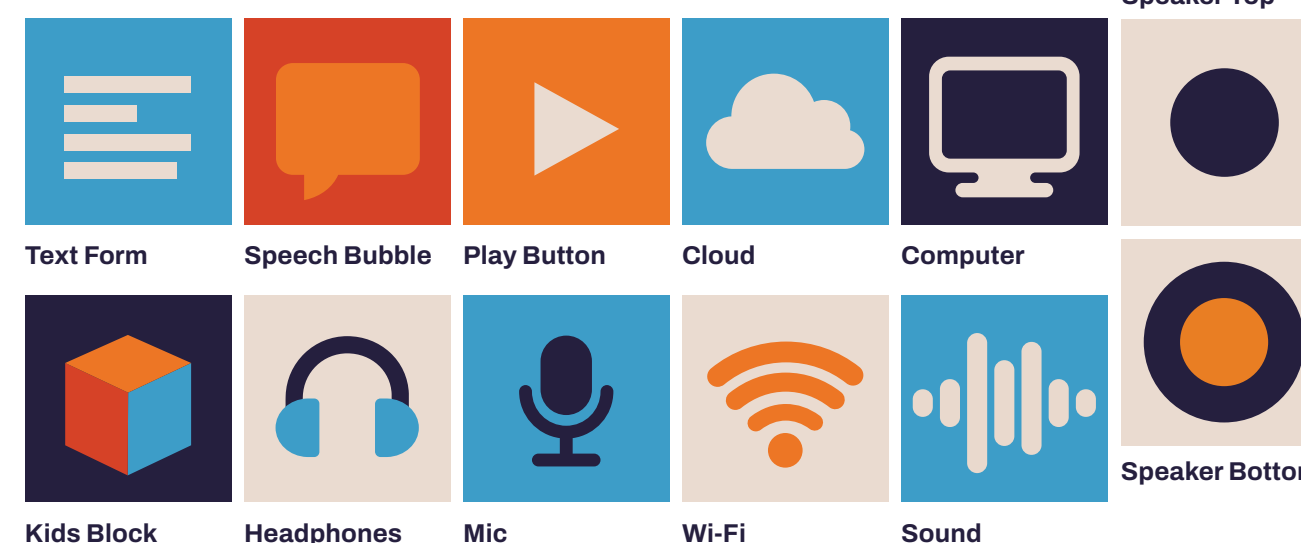
Putting these icons together in a grid in concert with all of the brand's colors creates a distinctive, vibrant, and fun brand experience that is unique to the Library and the people it serves. See the next page for an example of an icon grid.

All variations of these files are supplied in .eps, .svg, .pdf, .jpg, and .png formats.

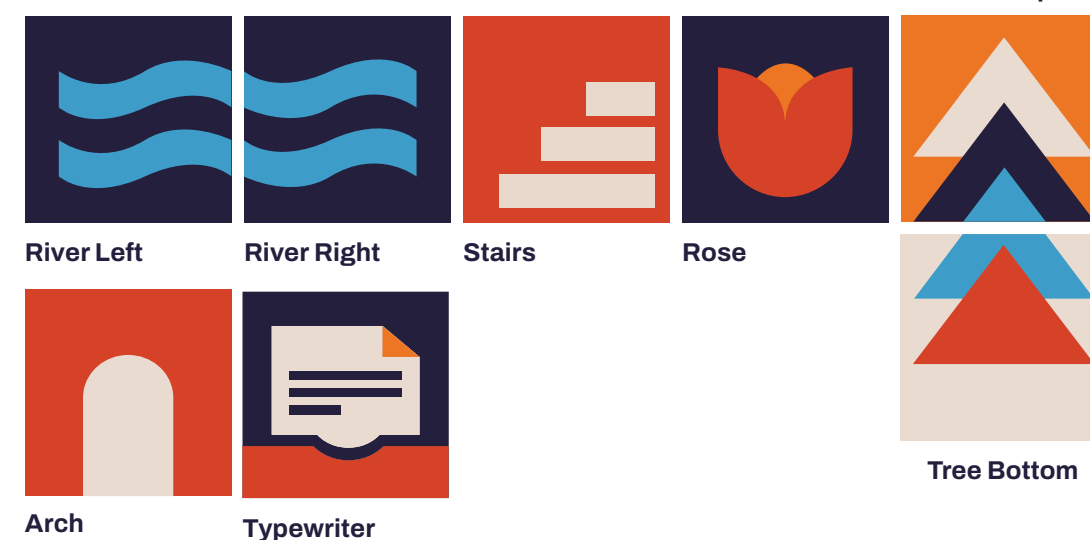
LEARNING / EDUCATION



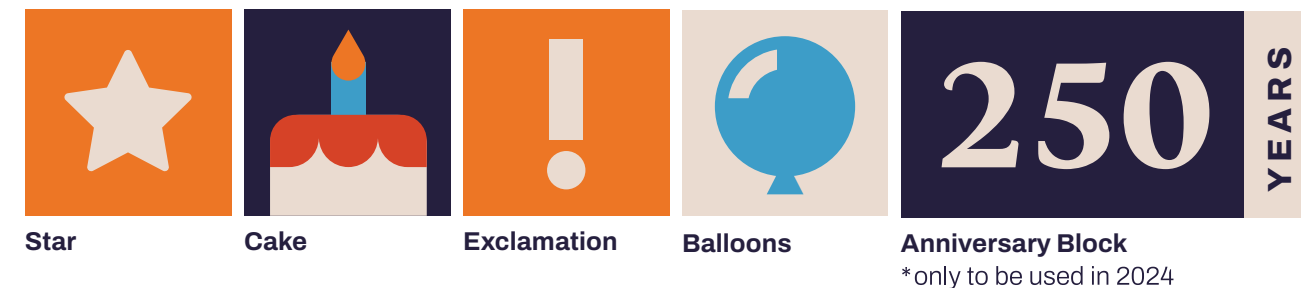
DIGITAL/TECHNOLOGIES



HARTFORD/LEGACY



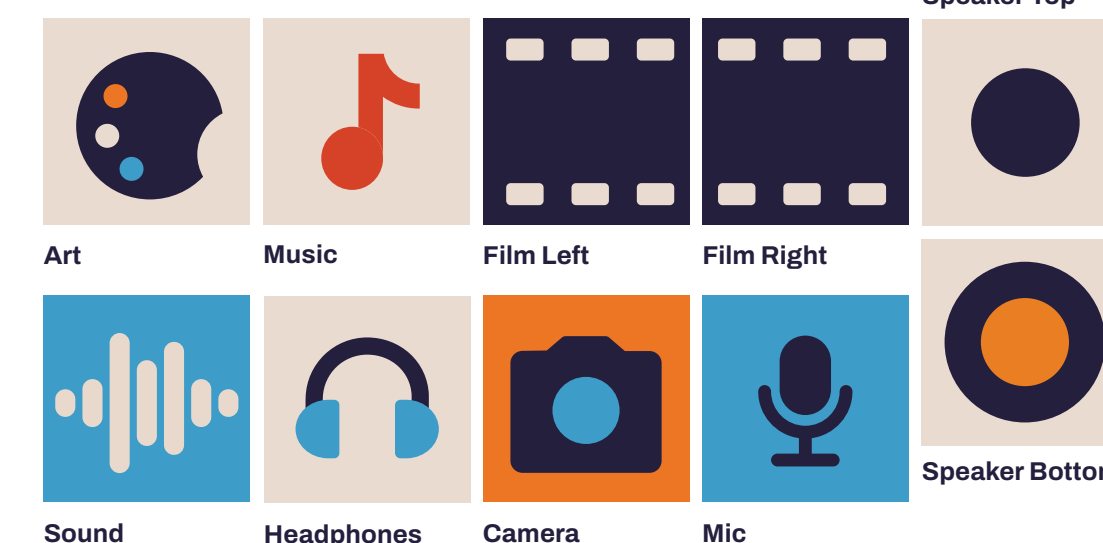
CELEBRATION



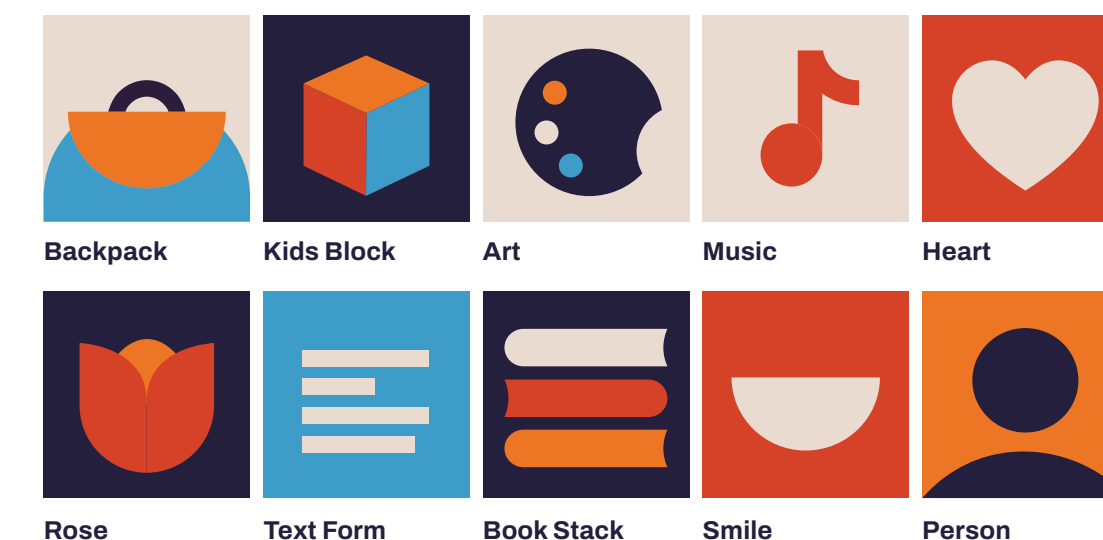
COMMUNICATION



ARTS/MUSIC



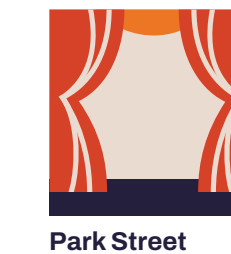
KIDS/SCHOOL



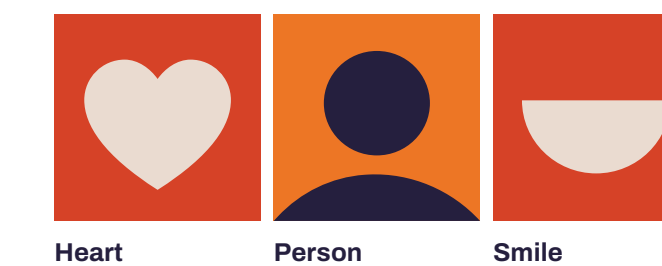
CORE HPL



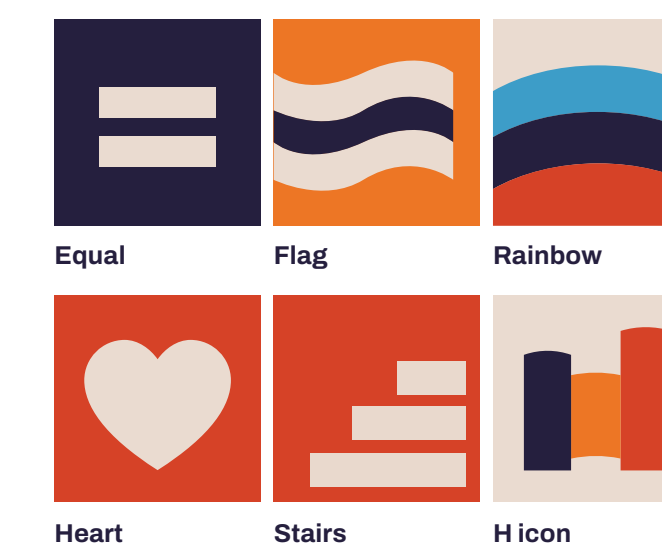
PARK ST.



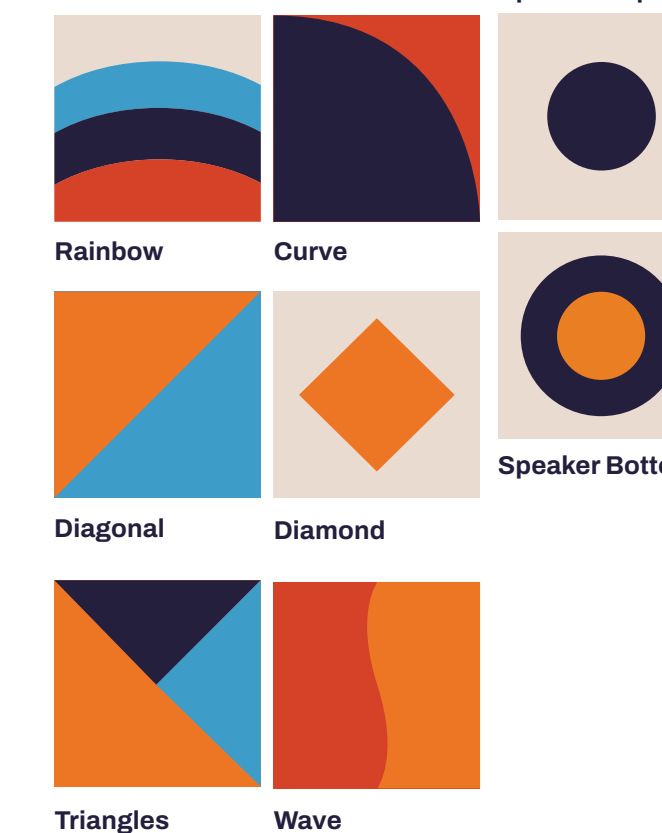
HUMANITY

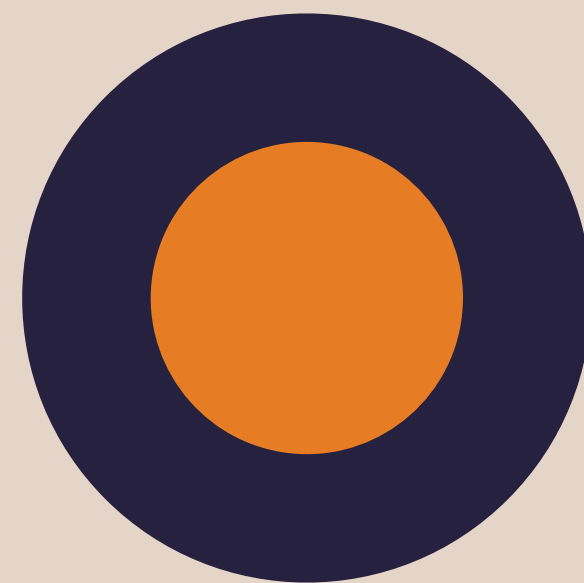
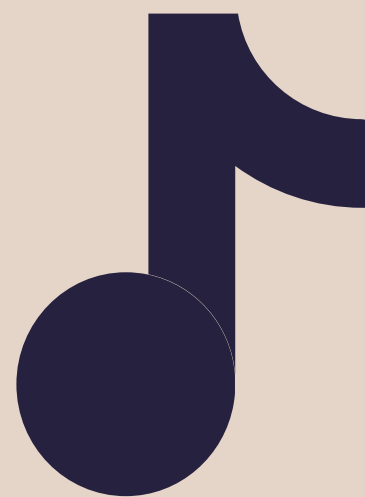
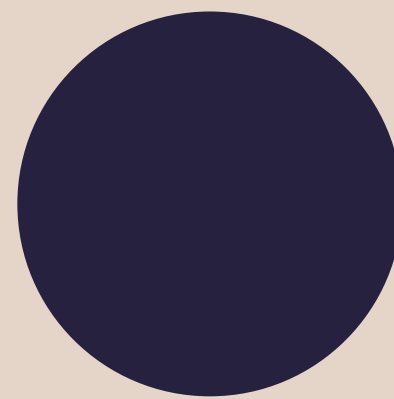
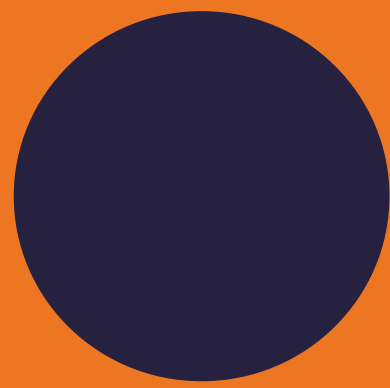


IDEOLOGIES



ABSTRACT SHAPES





HARTFORD
PUBLIC
LIBRARY

STYLES

HPL icons come in three different formats, adaptable to different spaces:

BLOCK

The icon's primary format which includes the representative symbol inside a square.

KNOCKOUT

Refers to the icon being cut out of the square shape, leaving a square with a "knocked out" shape.

ISOLATED

Refers to the icon being extracted from the square to be used on its own.

STYLES:

BLOCK (preferable form)



KNOCKOUT

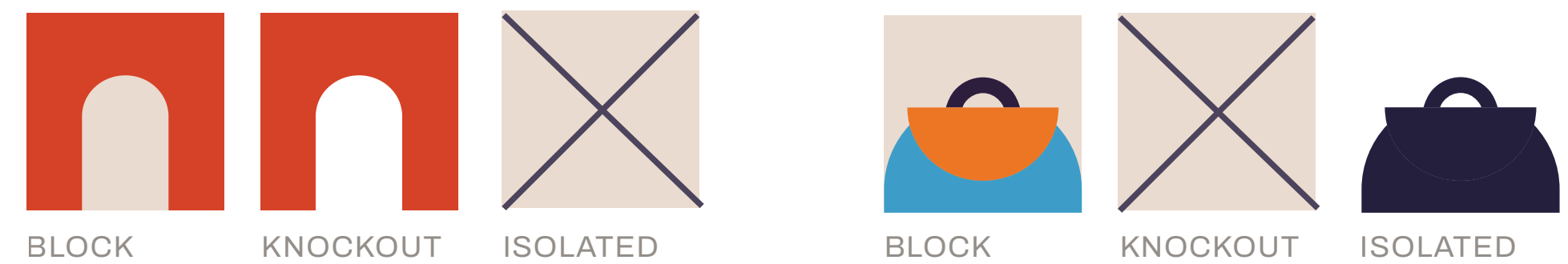


ISOLATED



EXCEPTIONS:

All icons can be used in the 3 styles above with these exceptions. The categories crossed out indicate the icon that does not exist.

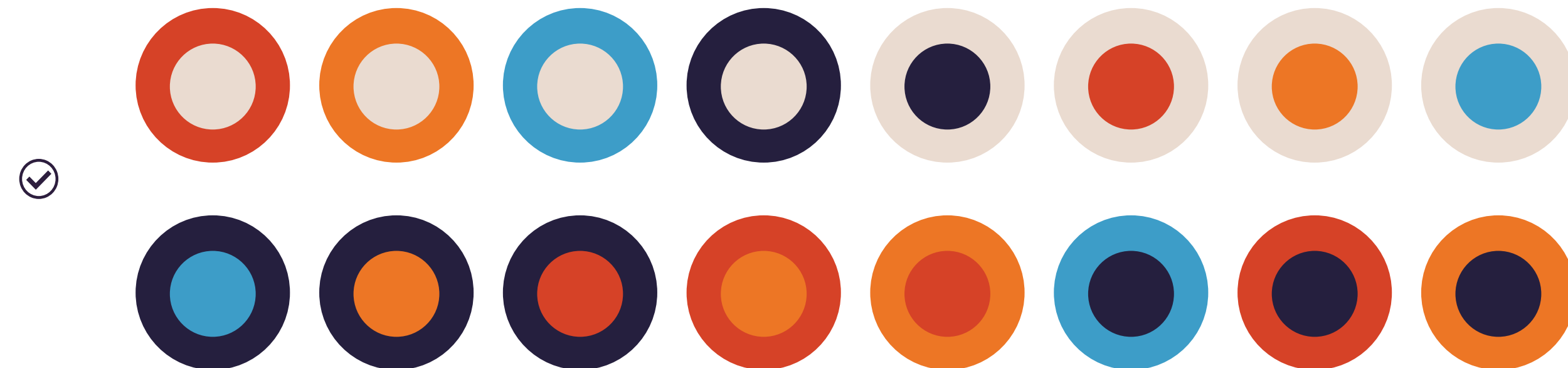


ICON COLOR MATCHING

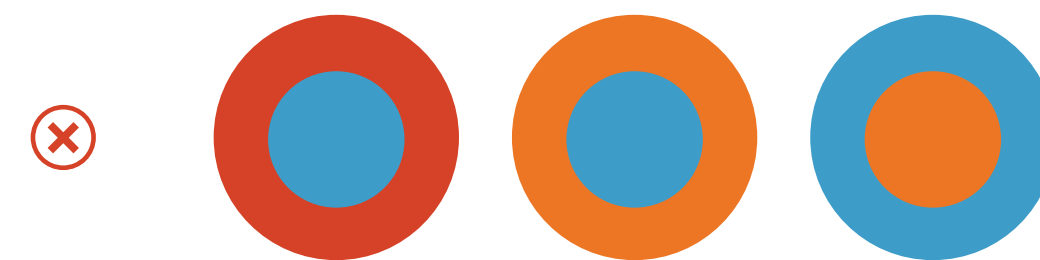
When a color is **surrounded by another color**, within a single icon, use color combinations that complement each other.

For digital color use, please reference the web accessibility color guide on page 9.

THESE COLORS WORK TOGETHER:



THESE COLORS DO NOT WORK TOGETHER:

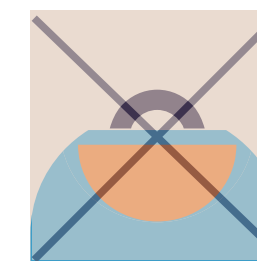


EXAMPLE:

The yellow is not fully in the blue so this icon's color works.



If the icons colors looked like this, it would not work.

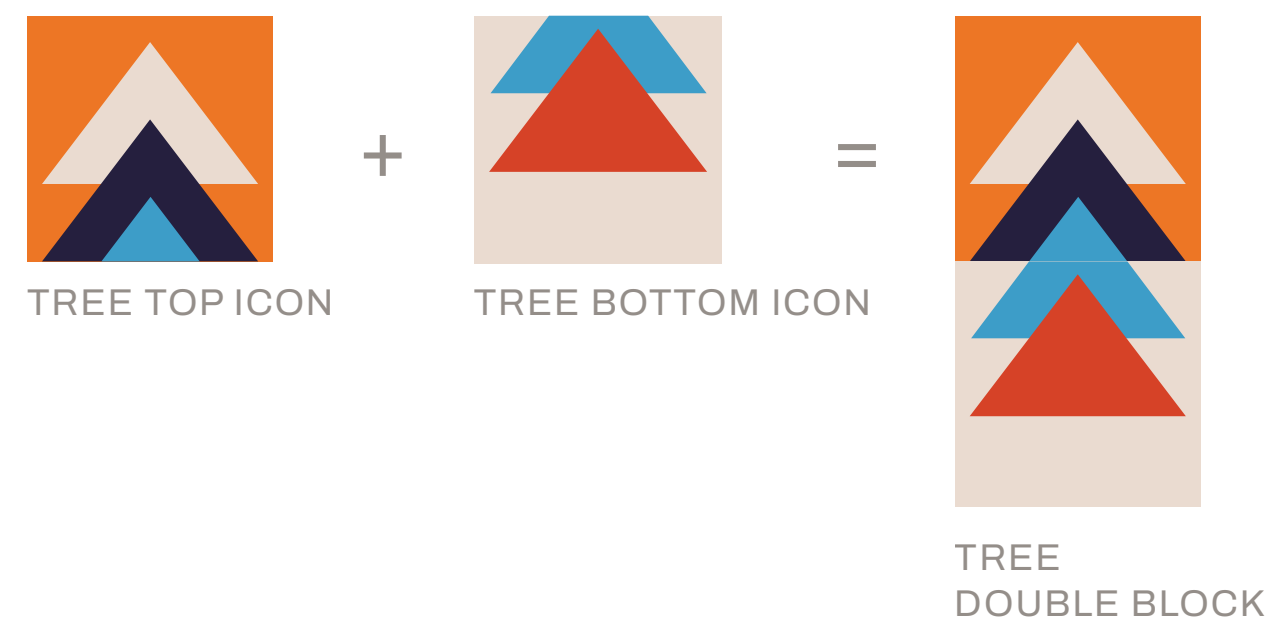


DOUBLE BLOCKS

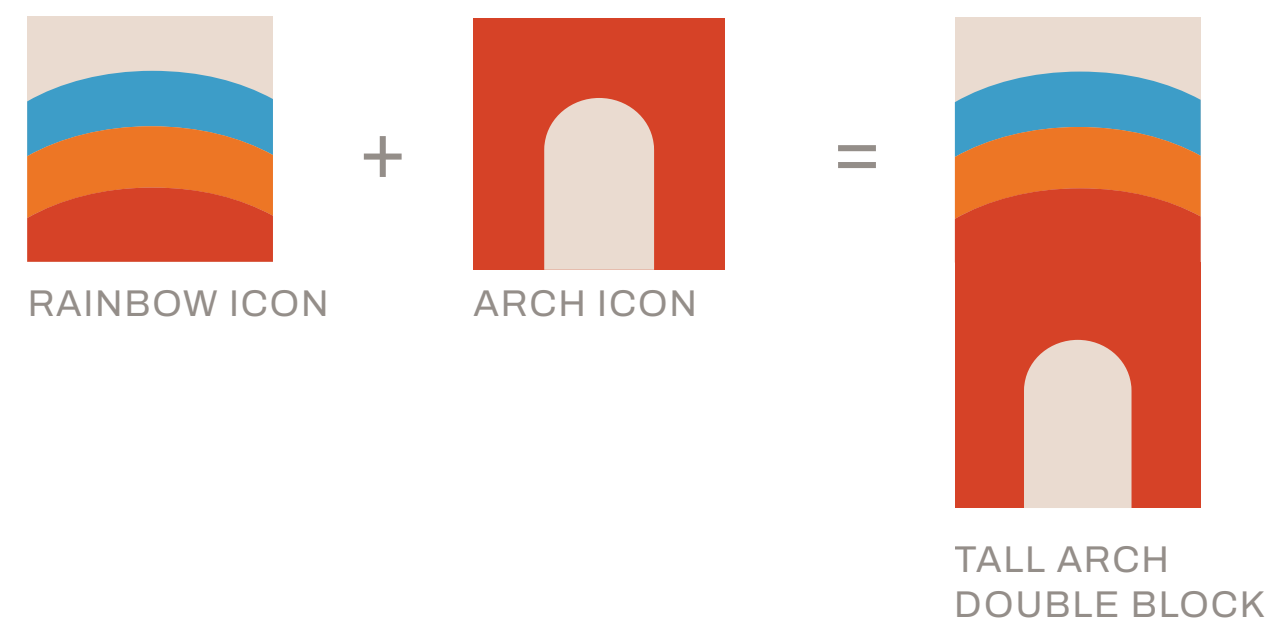
In addition to being used individually, the following icons can be grouped together to form a **double block**. These blocks, when paired with single blocks can add variety into a single block grid.

MAKING DOUBLE BLOCKS:

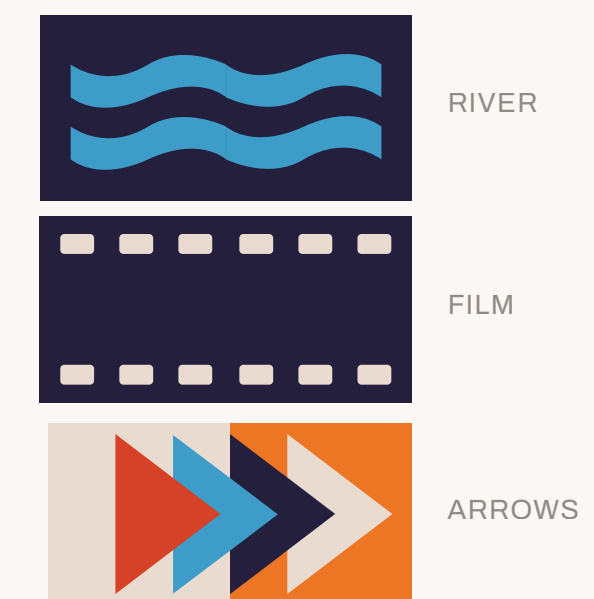
Some singular icons were created with using them as a double block in mind...



while others were equally created for both functions...



HORIZONTAL DOUBLE BLOCKS:



VERTICAL DOUBLE BLOCKS:



GRIDS, CORNER BLOCKS, AND STRIPS

In addition to using the icon as a singular element or double block, the grouping can be expanded even further with the use of grids, corner blocks, and strips.

Which icons should be paired?

Look to the icon category sheet (page 13) to pair icons of the same group. For example, if you were looking to advertise a jazz night you could use the arts and music icons. Make sure to group the category with some standard HPL icons (H icon or text) along with any other general icons (see right).

GENERAL HPL ICONS:

These are some of the essential HPL icons that are good to add to any corner block, strip, or grid combo along with specific icons geared toward what you are advertising:



Books



Honoring the brand's legacy (stairs) and Hartford (rose)

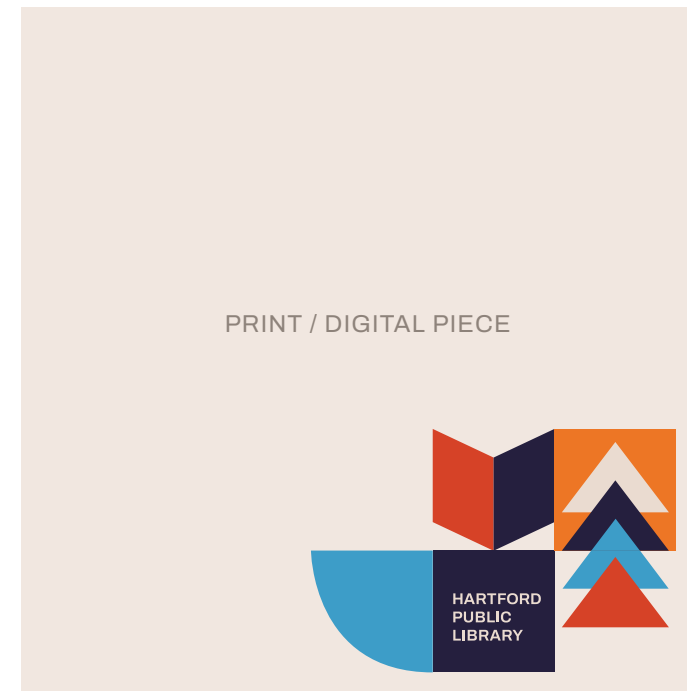


Communication / Talking



Abstract element that adds directional movement

EXAMPLES:



Generic Corner Block



Generic Strip



Generic Grid



Celebration Strip (utilizing a combo of generic and celebration icons)

ICON BLOCK BUILD: COLOR VARIATIONS

When using the HPL icon family, each icon comes in a recommended color. When placing these icons into grids, corner blocks, or strips (page 18), colors within the icons can be changed to fit the system.

Icons with less colors are more adaptable to different color changes (see right). It is strongly recommended that icons with 3+ colors remain in their original colors or pre-approved alternate colors (see right).

PRE-APPROVED ALTERNATE COLORS:



2 COLOR VS 3+ COLOR ICONS

2 color icons = many possible color variations.

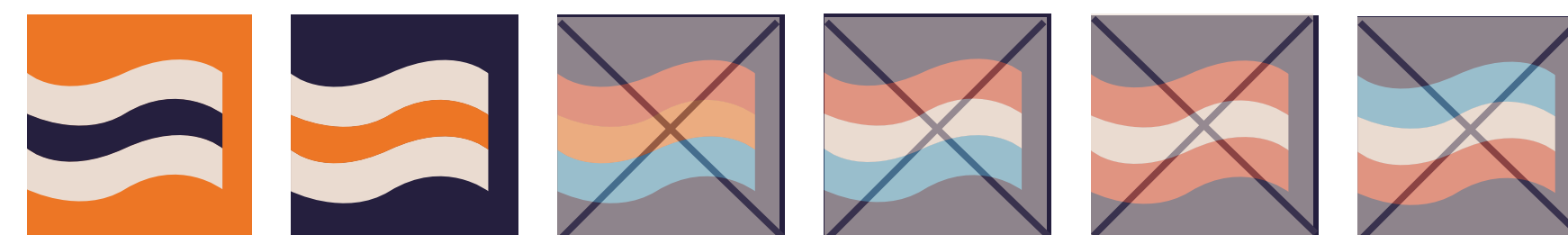


3+ color icons = more limited color variation.



NOTE:

When changing the color of the FLAG icon, make sure the colors do not represent a country or cause.



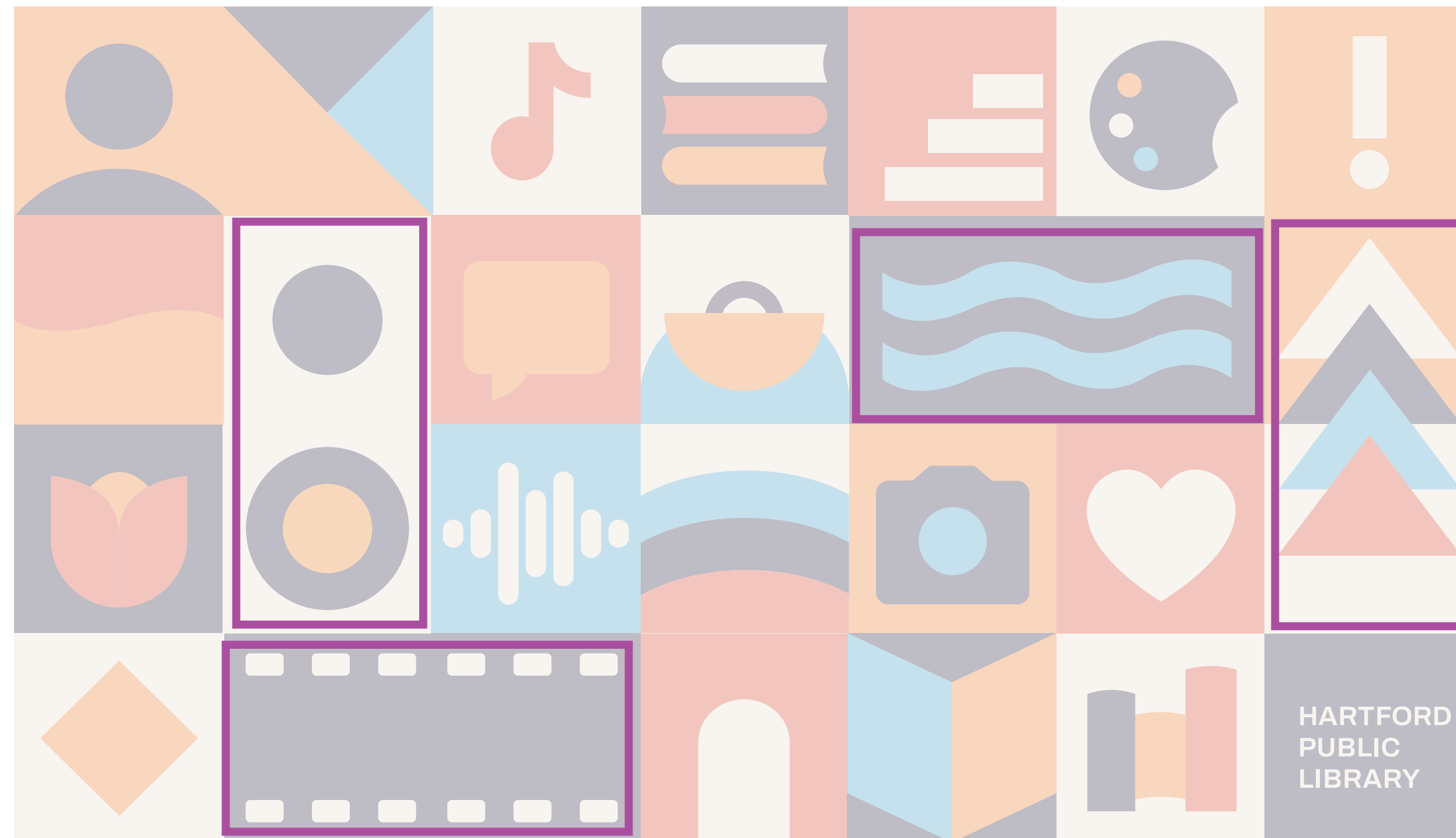
ICON BLOCK BUILD: THE GRID

When placing icons next to each other, it is important to keep in mind how the colors and shapes will interact. Follow these guidelines to ensure your grid is visually even:

- Space out colors from one another so there are no strong patches of a single color in a specific area.
- Space out double blocks from one another.
- The HPL icon block and text block should ideally be kept next to each other.
- In general, the HPL icon block and text block are shown in the bottom right corner (though exceptions can be made).

Changing Colors

Before changing colors, consider re-organizing the grid so that the system functions similarly to the example to the right. If a desired icon does not fit the system because of color matching, the colors can be changed.



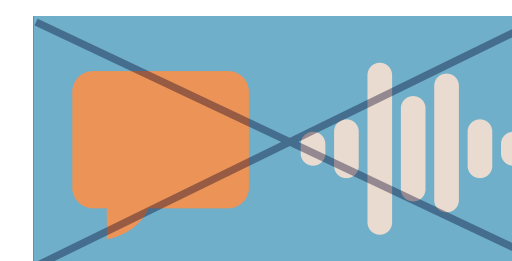
Double blocks are evenly spaced throughout the grid - avoiding large double block clusters



HPL icon and text are placed together and at the bottom right corner

NOTE:

Blocks that are placed next to each other should not be of the same color unless the 2 as a pair intentionally create a new design as in this example to the right.



FURTHER ICON USE EXPANDING THE GRID

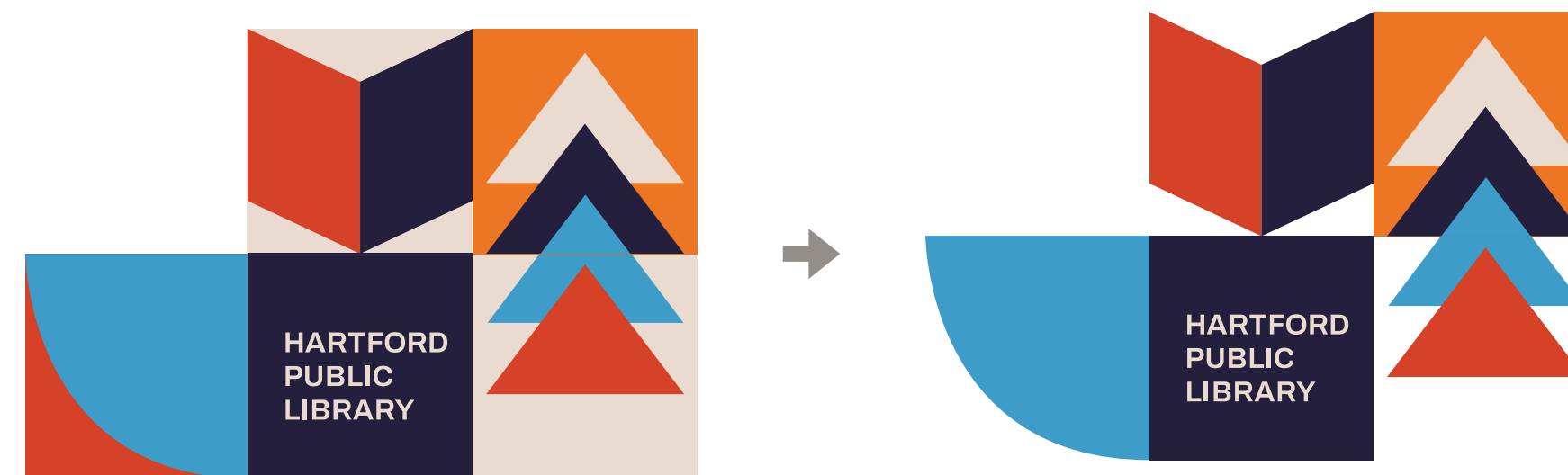
Icons can be extracted from their box (isolated format - see page 15) and paired with regular blocks to create dynamic tiles of both positive and negative space.

This is a *stylistic choice* that can be used to add variety to the brand's icon block system.

Refer to page 26 for how to use photography in the icon grid system.

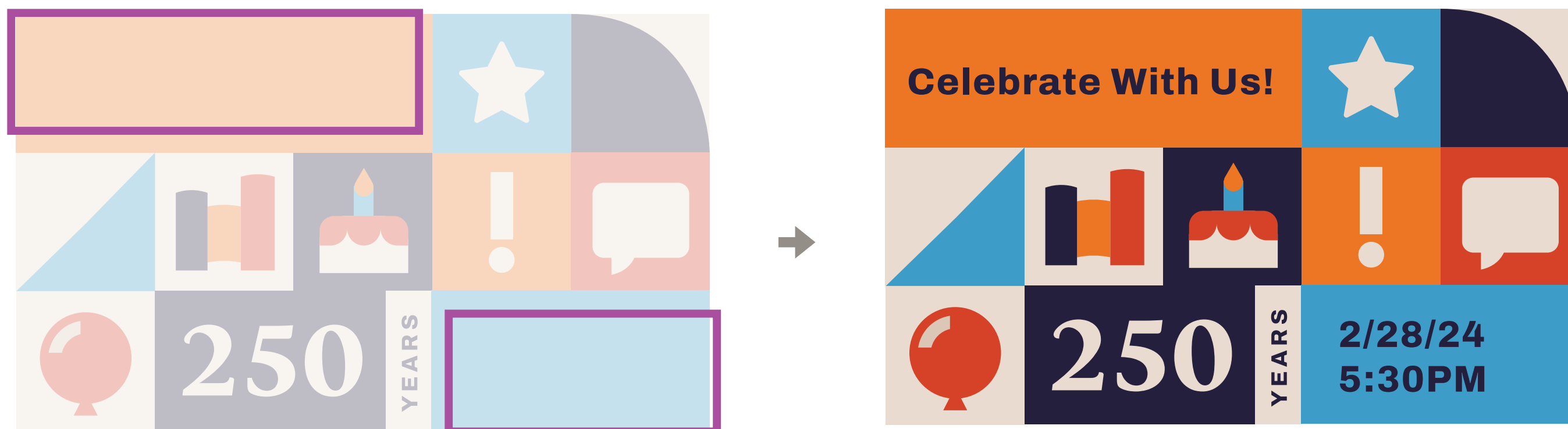
EXPANDED GRID:

Corner elements displayed in 2 styles; one that utilizes the original blocks, and one that combines blocks and isolated elements in a grid.



ROOM FOR TEXT:

Blank color blocks in one of the brand's 5 main colors can be added to incorporate small segments of text into your grid.



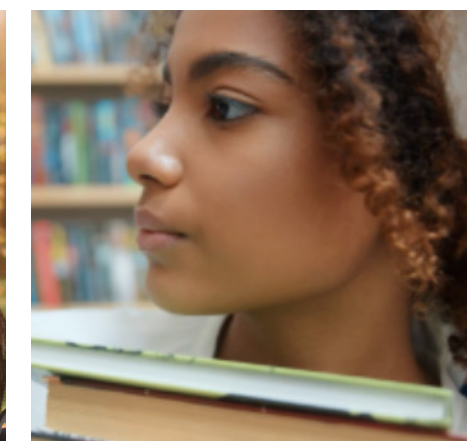
03 PHOTOS

PHOTO STYLE

Images have the power to evoke emotions beyond words. The Hartford Public Library brand utilizes imagery to express its values and personality, and to bring its content to life. This is achieved through both original and stock photography.

Photography representing the Hartford Public Library, whether on social media, the website, or in print, should be:

- **Positive** - Happy subjects facing toward the camera or engaging in their environment.
- **Diverse** - Representing people of all ages and backgrounds.
- **Informative** - Highlighting a particular service or event related to the messaging that will be accompanying the photo.
- **High Quality** - bright, clear, and vibrant.



**PHOTO USE:
H FRAME**

The solid H logo shape can be used as a frame for photography. This acts a window into the Hartford Public Library and should display photos representative of the Library's people and services.

Recommended Subject Matter:

- 1-3 people.
- Close-up shots of textures/patterns relating to the Library and its services.

Do's:

- H Frame should be surrounded fully/boxed in by an HPL brand color.
- Faces should not be cropped.
- Show subjects, locations, or objects that pertain to the library.

Don'ts:

- Using the H Frame without a container.
- Pairing H Frame icon with Hartford Public Library text as the main brand logo does.
- Changing orientation of the H Frame.
- Placing text inside H Frame.

H FRAME DO'S:



H FRAME DON'TS:

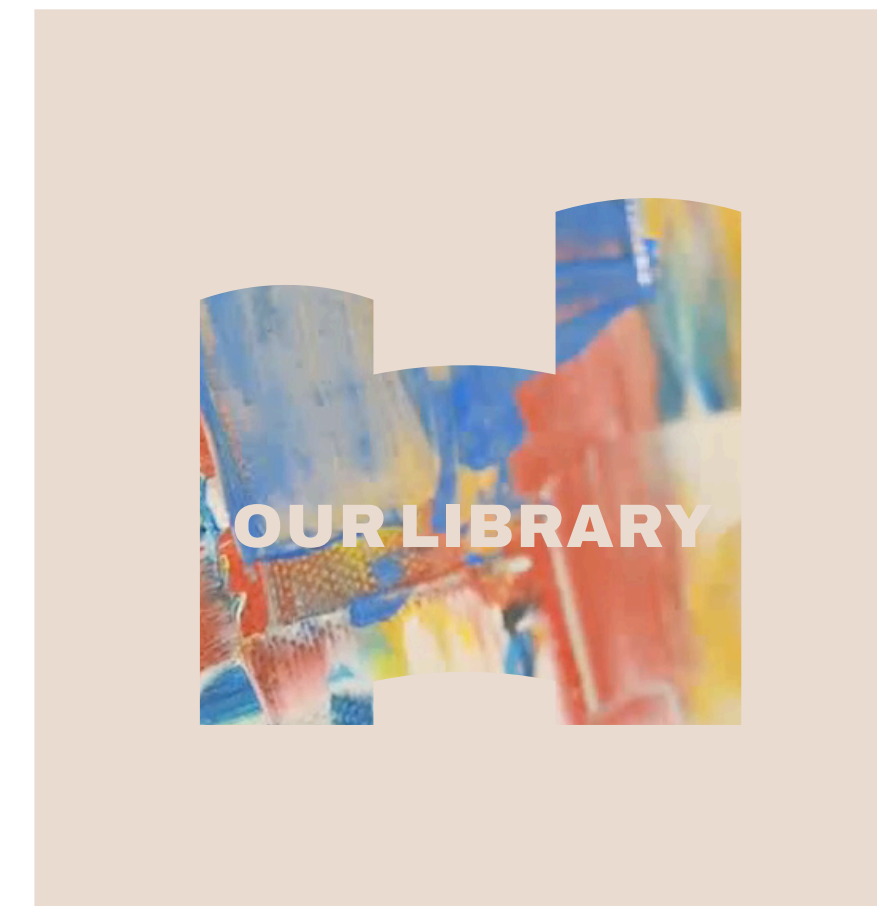
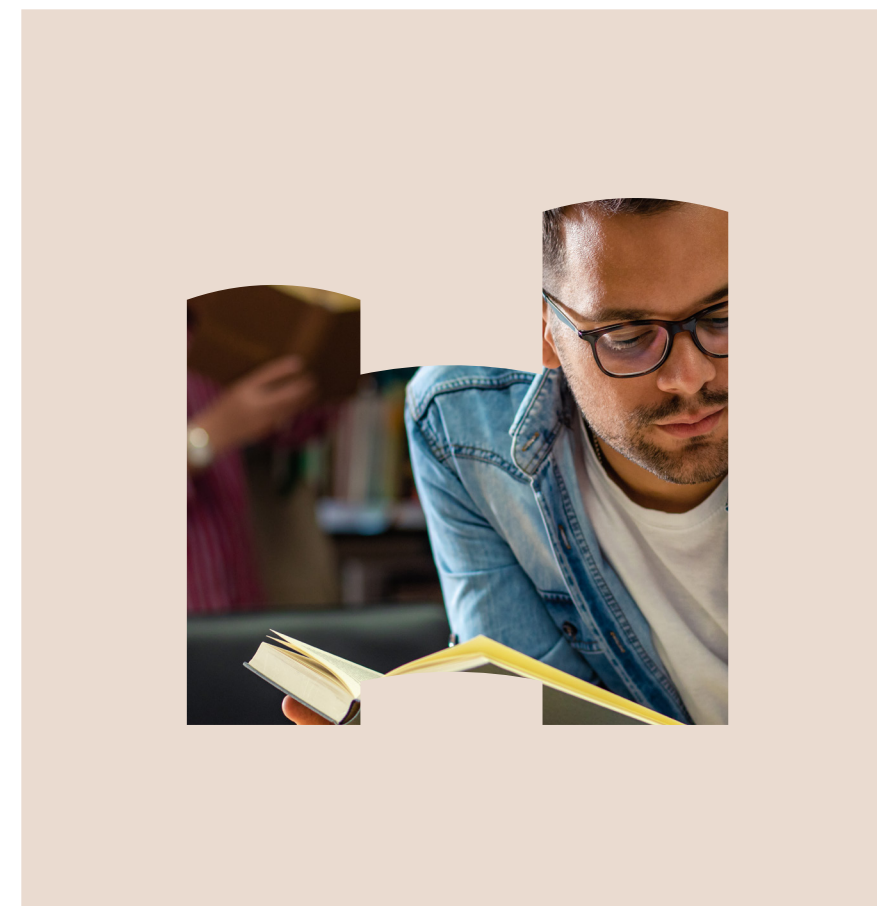
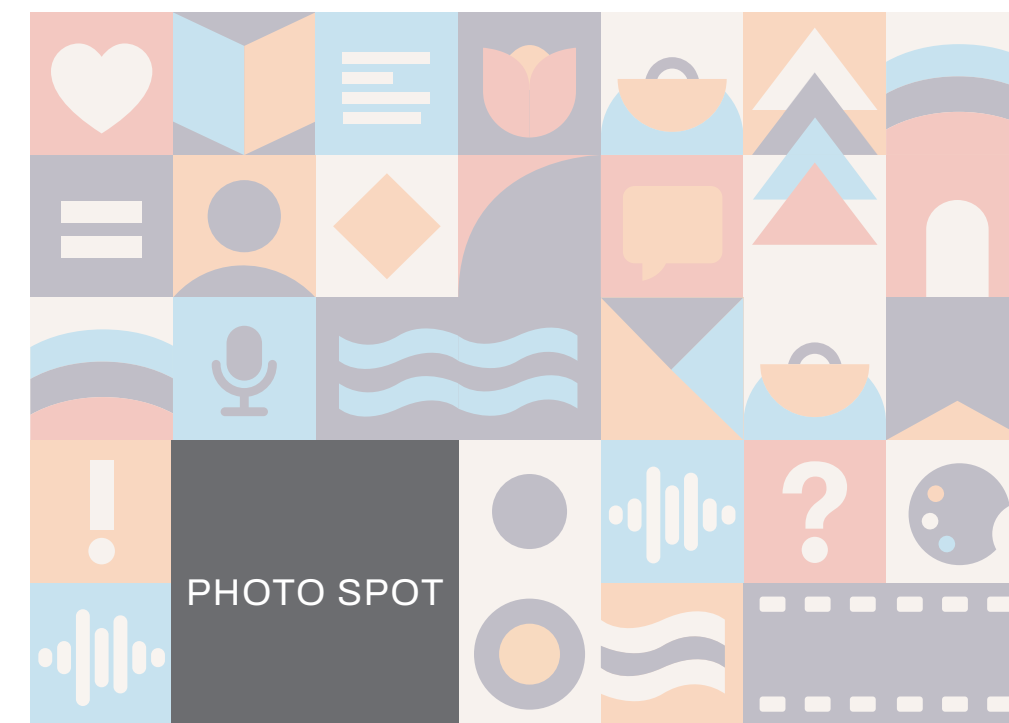


PHOTO USE: PLACEMENT IN THE ICON GRID

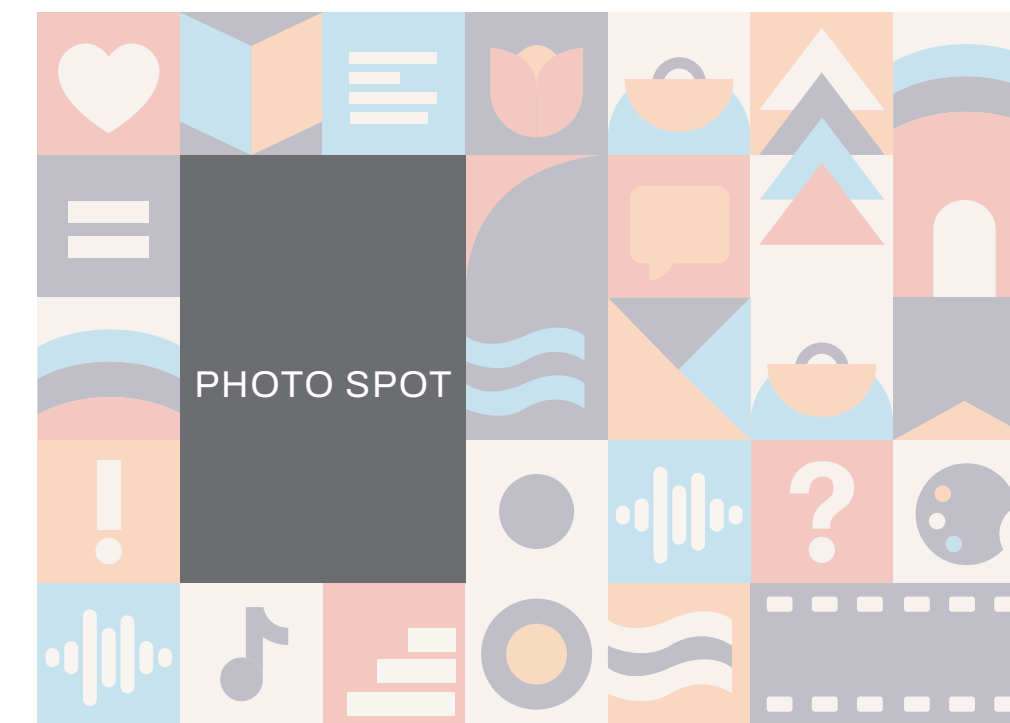
Photography can be used within the icon grid system. Here are the recommended ratios and placements of photos.

Please reference the next page for how to choose photos for the icon grid.

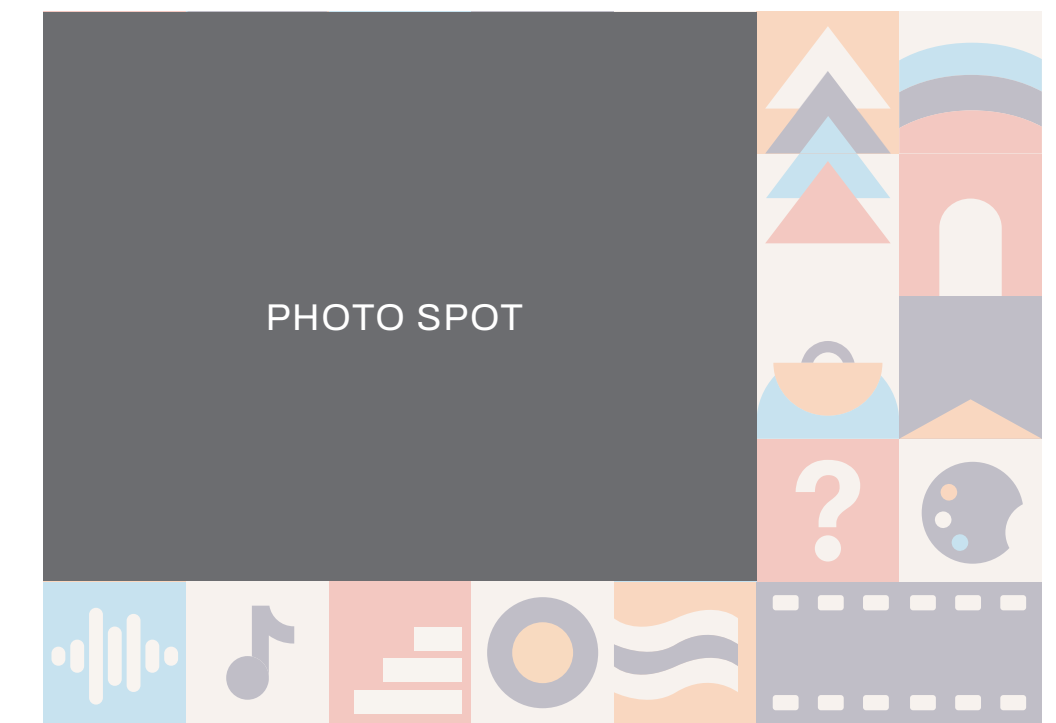
PHOTO PLACEMENTS WITHIN GRIDS | SIZES:



4x4 ✓



2x3 or 3x2 ✓



5x4 or 4x5 ✓

PHOTO PLACEMENTS WITHIN GRIDS | MULTIPLE PHOTOS:

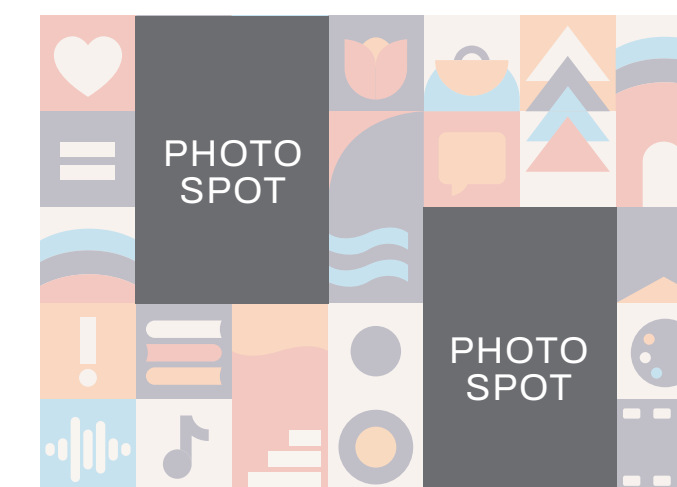
Leave at least 1 row or column of icons between the photos so they are not touching.



✓



✓



✓



Images smaller than the 4x4 grid, such as 2x1 or 1x2 are unsuccessful in the HPL icon system as they do not stand out enough amongst the icons.

PHOTO USE: IMAGE SELECTION IN THE ICON GRID

Photos that are incorporated into the icon grid should be kept minimal and of singular focus as to not compete with the complex icon system.

Recommended Subject Matter:

- 1 person.
- Close-up shots of objects/scenery.

Do's:

- Singular subject.
- Clear, high quality photography.
- Photos that highlight (rather than clash with) the colors used in the HPL brand.

Don'ts:

- Using photos with more than 1 subject.
- Photos with scenes that have an unclear subject or focal point.
- Photos that have a lot of bright colors.

Please reference the previous page for how to place photos within the grid.

PHOTO SELECTION DO'S:



PHOTO SELECTION DONT'S:



04

SUB BRANDING

SUB BRAND USAGE

When creating sub branding of the Hartford Public Library, these names can be added to the logo forms on the right. Here are the standards for creating the sub brand title below:

Do's:

- Sub Brand title should be the same color as the Library's text color.
- Text should be written in all caps.
- Text should be aligned and proportioned as show to the right.
- Text should be written in the **Archivo** font.

Don'ts:

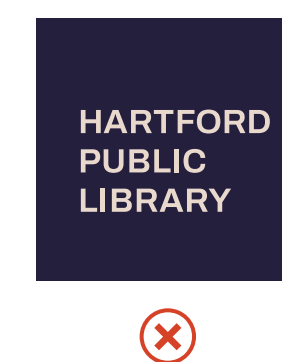
- Put sub brand title in a non brand font or color. Making the sub brand text a different color than the logo text.
- Using the anniversary logos, icons, or text blocks with the sub brand title.
- Skewing or formatting the sub brand title in a different way than shown on the right.

SUB BRAND TITLE APPLICATIONS:

A sub brand line in can be added to the Hartford Public Library logo only in the formats below.



Do NOT add the sub branded line to any anniversary marks, icons, or text blocks.



05 250TH BRAND

CELEBRATORY 250TH LOGO MARK

A celebratory brand derivative of the Hartford Public Library's new logo mark was created in honor of their 250th year anniversary. These logo variations are intended to be used in conjunction with Hartford Public Library's other brand elements throughout its 250th year. The 250th logo mark is only to be used in 2024.

FULL LOGOS:

These are the primary logo variations to be used wherever possible when not paired or housed within the brand's icon grid seen on page 20.

250TH LOGO BLOCK:

The 250th logo block is primarily intended to be used within the icon grid seen on page 20, but it may also be used in conjunction with image/video assets. A 250th logo block that is not paired with the accompanying Hartford Public Library wordmark may also be used in conjunction with the parent, non-anniversary logo mark seen on page 4.

All variations of these files are supplied in .svg, .pdf, .jpg, and .png formats.

FULL LOGOS:



250TH LOGO BLOCK:



CELEBRATIONS ICONS:



CONFETTI

The HPL celebratory brand confetti, composed of geometric shapes found in the icon system, can be used as an accent on anniversary pieces.

The confetti comes in 3 different formats (see right), for maximum flexibility in application. Each format is also available in all 5 main brand colors.

CONFETTI OPACITIES:

When using the HPL confetti, the opacity of the confetti will need to be reduced in order not to compete with featured text or imagery.

To improve the legibility of text layered over confetti, change the confetti's opacity to any value from 10-20%.

Confetti can be used at full opacity when it does not overlap text or imagery.

CONFETTI COLORS + FORMATS:



CONFETTI IN USE EXAMPLES:



20% opacity beige confetti on blue. Overlaid text.



15% opacity yellow confetti on beige. Overlaid text.



100% opacity beige confetti on gold.

06 APPLICATIONS





**HARTFORD
PUBLIC LIBRARY**

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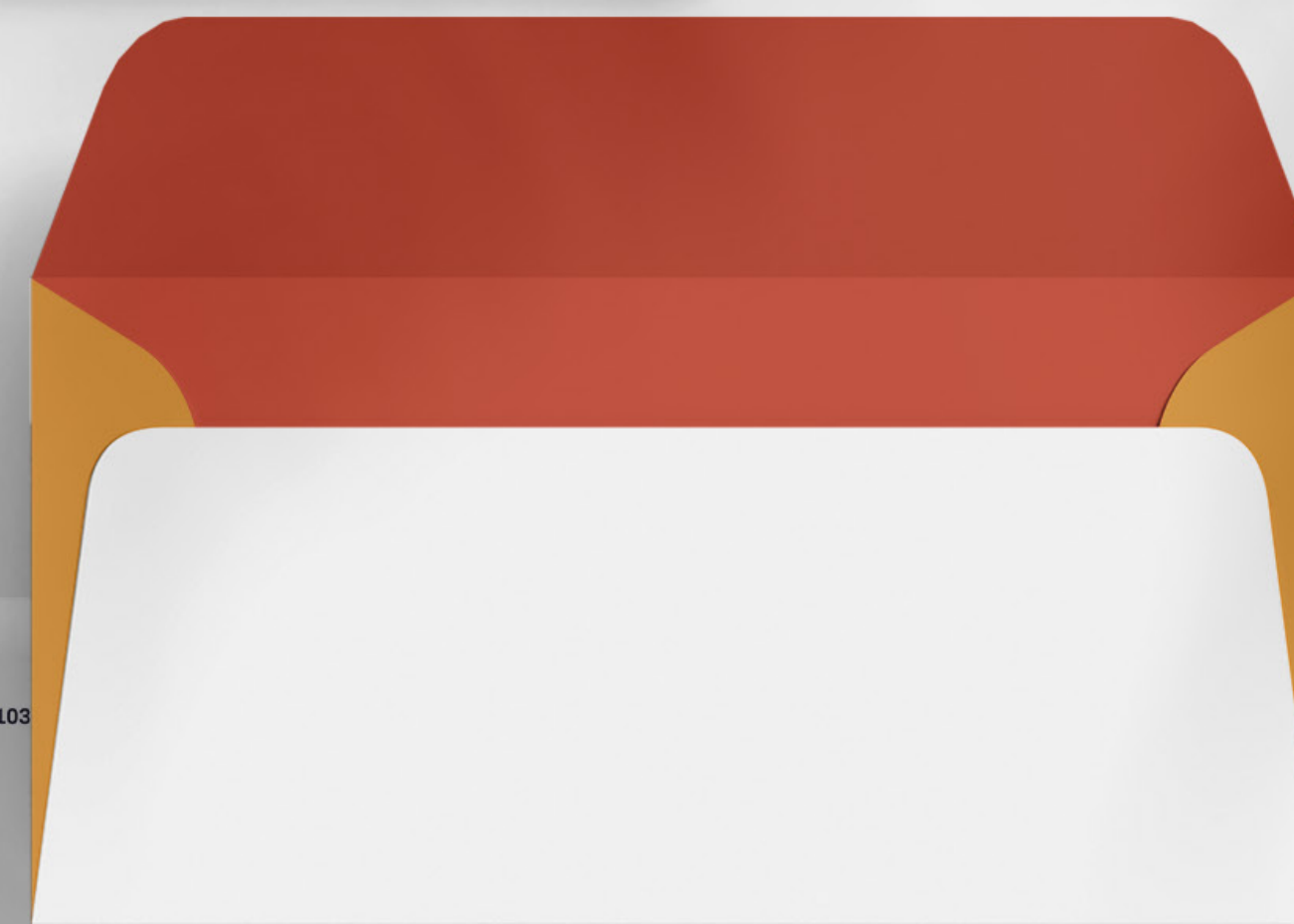
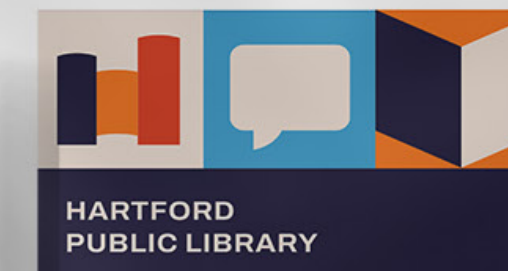
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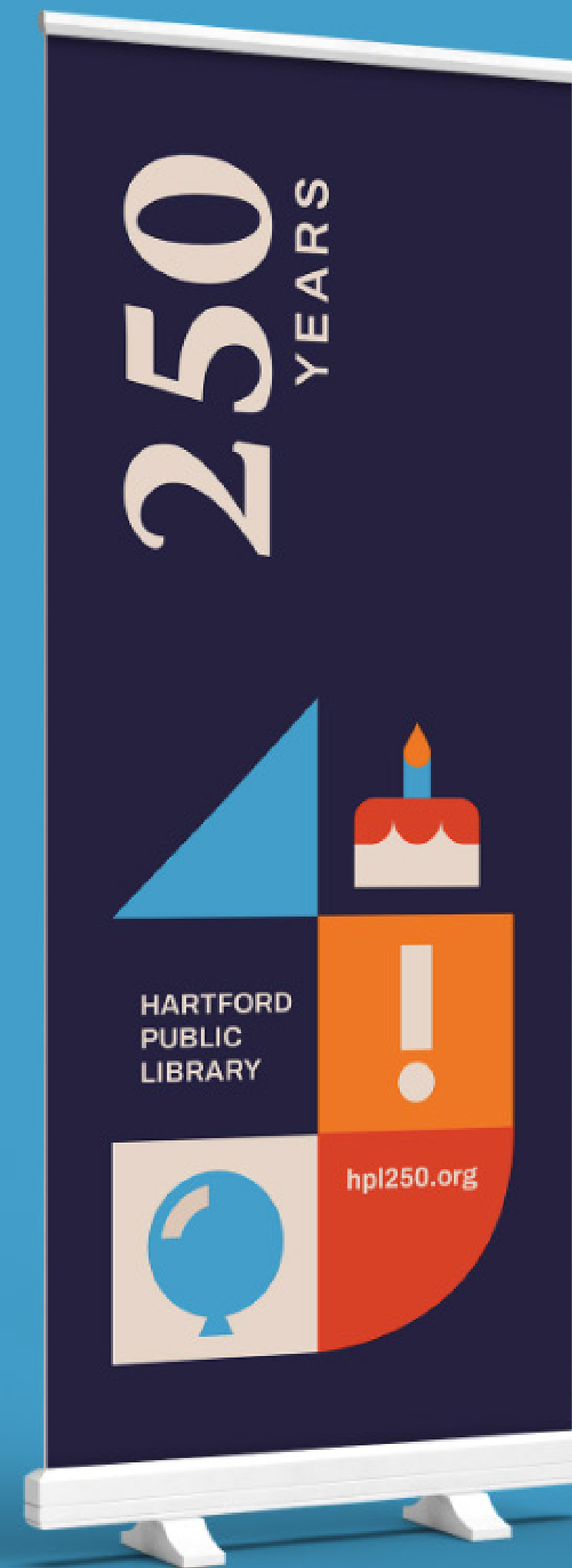
Sincerely,

John Smith

00
075



HARTFORD
PUBLIC
LIBRARY
500 Main St.
Hartford, CT, 06103



ART WALK
Now open for the season!

[LEARN MORE](#)

HARTFORD PUBLIC LIBRARY

A mobile app banner for 'ART WALK'. The top half has a blue background with three white wavy lines. Below this, the text 'ART WALK' is in large white letters, followed by 'Now open for the season!' in smaller white text. A red button with 'LEARN MORE' in white is centered. The bottom half features a photo of a hand painting a wall with a brush. To the right of the photo is the Hartford Public Library logo and a blue icon of a palette with three colored dots.

HARTFORD PUBLIC LIBRARY

EVERYDAY TECH
Learn how to use your device!

[LEARN MORE](#)

A mobile app banner for 'EVERYDAY TECH'. The top left corner has the Hartford Public Library logo. To its right is a photo of a woman with curly hair sitting on a couch and using a yellow smartphone. Below the photo is a bar chart icon with three bars in blue, orange, and red. The text 'EVERYDAY TECH' is in large dark blue letters, followed by 'Learn how to use your device!' in smaller dark blue text. A red button with 'LEARN MORE' in white is centered. The bottom right corner features the Hartford Public Library logo and a blue icon of a soundwave.

SUMMER LEARNING
For Children & Teens!

[LEARN MORE](#)

HARTFORD PUBLIC LIBRARY

A mobile app banner for 'SUMMER LEARNING'. The top left corner has an orange triangle. To its right is a dark blue background with three white wavy lines. The text 'SUMMER LEARNING' is in large white letters, followed by 'For Children & Teens!' in smaller white text. A red button with 'LEARN MORE' in white is centered. The bottom half features a photo of three young people smiling. To the left of the photo is the Hartford Public Library logo and a bar chart icon with three bars in blue, orange, and red.



HARTFORD PUBLIC LIBRARY hplct.org

**THURS.
FEB 8TH**
12:00pm-
2:00pm

Headline Goes Here

Sub headline goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

PARK STREET LIBRARY
603 Park St







If you require special accommodations to take part in this program, please call (860)695-6320 at least two weeks in advance.

HARTFORD PUBLIC LIBRARY hplct.org

Don't miss these great events!



Name of event
Camp Field Library
Feb 6th | 10:30 AM

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Name of event
Camp Field Library
Feb 6th | 10:30 AM

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Name of event
Camp Field Library
Feb 6th | 10:30 AM

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Name of event
Camp Field Library
Feb 6th | 10:30 AM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

If you require special accommodations to take part in this program, please call (860)695-6320 at least two weeks in advance.

HARTFORD PUBLIC LIBRARY hplct.org







THURS. FEB 8TH 12:00pm-
2:00pm

Park Street Library,
603 Park street

Headline Goes Here

Sub headline goes here

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If you require special accommodations to take part in this program, please call (860)695-6320 at least two weeks in advance.



HARTFORD PUBLIC LIBRARY

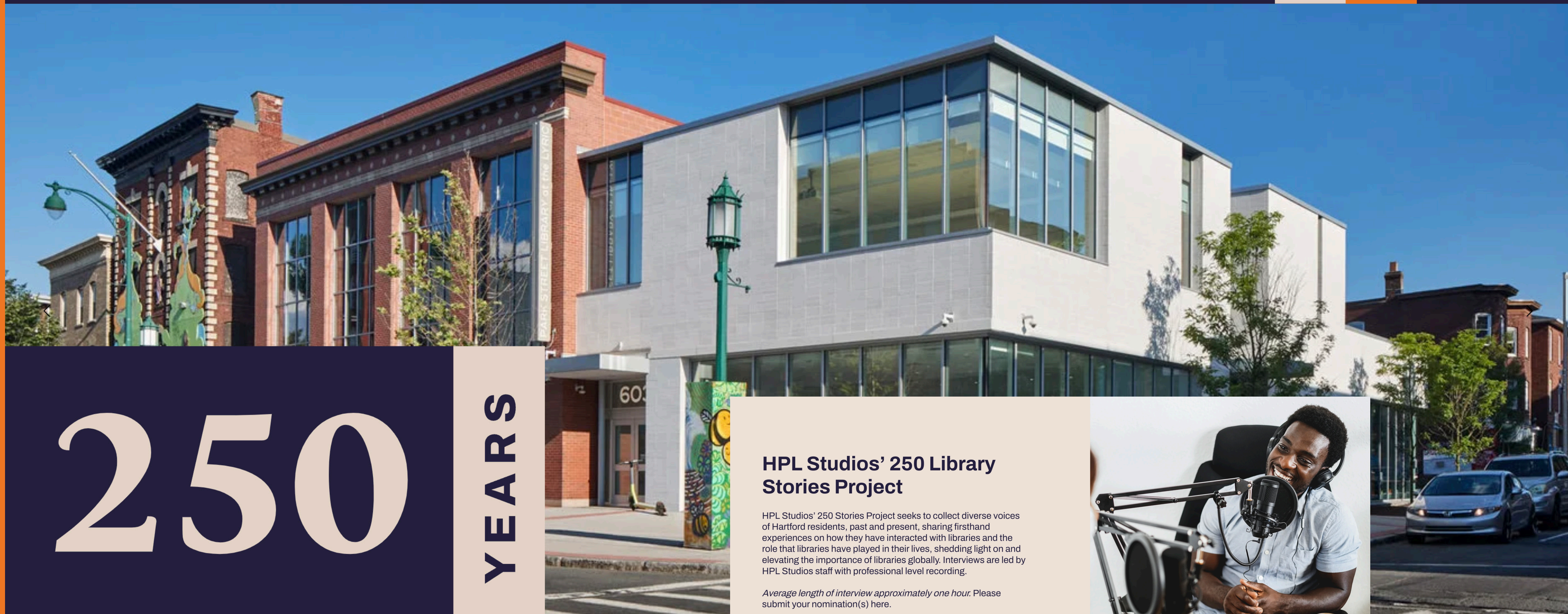
250th Birthday Party

THURSDAY, JANUARY 18 • 3:30-5:00PM

Camp Field Library,
30 Campfield Avenue

 **250** **YEARS** Celebrate With Us!

If you require special accommodations to take part in this program, please call (860)695-6320 at least two weeks in advance.



250

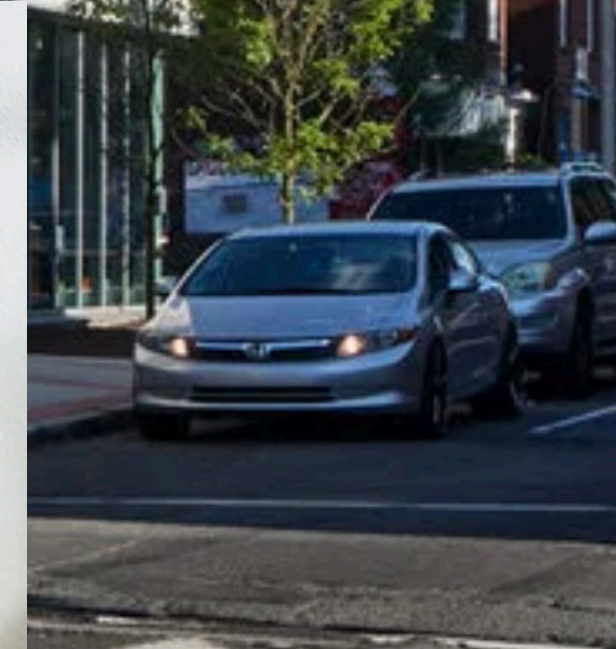
YEARS

HPL Studios' 250 Library Stories Project

HPL Studios' 250 Stories Project seeks to collect diverse voices of Hartford residents, past and present, sharing firsthand experiences on how they have interacted with libraries and the role that libraries have played in their lives, shedding light on and elevating the importance of libraries globally. Interviews are led by HPL Studios staff with professional level recording.

Average length of interview approximately one hour. Please submit your nomination(s) here.

[Nomination Submission](#)





QUESTIONS?

For more information, please contact
Jess Emonds, Communications and
Marketing Director, at [jemonds@hplct.org](mailto:jemons@hplct.org).