



HARTFORD PUBLIC LIBRARY

ICON: H

The icon is comprised of three unique shapes that come together to form an abstract letter H representing the heart of the library, its home in the Hartford community.

ICON: SHAPES

The shapes within this icon 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.

FONT

Archivo is a sans-serif font inspired by late 19th century American typefaces. It pays homage to the Library's long legacy while remaining contemporary and approachable.

COLORS ●●●

Building on the brand's history, we paired updated shades of the former purple and golden yellow brand colors with a new vibrant red that is classic and iconic to Hartford.

250th year celebratory sub-brand mark

extended palette is designed to be flexible, dynamic, and cohesive.

brand/logo use within the brand icon grid



icon referencing steps of the previous brand mark

examples of additional branded icons in the brand icon set