



**People of  
Keneby Park**



## Rebrand Objective

People of Keney Park, the non-profit organization responsible for managing Keney Park in Hartford, approached our Civic Design class in search of a new brand identity.

Despite its rich historical significance and community importance, the park has been neglected for many years. They needed a brand that **authentically represents the park, the community, and the values of its members.**



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# Growth

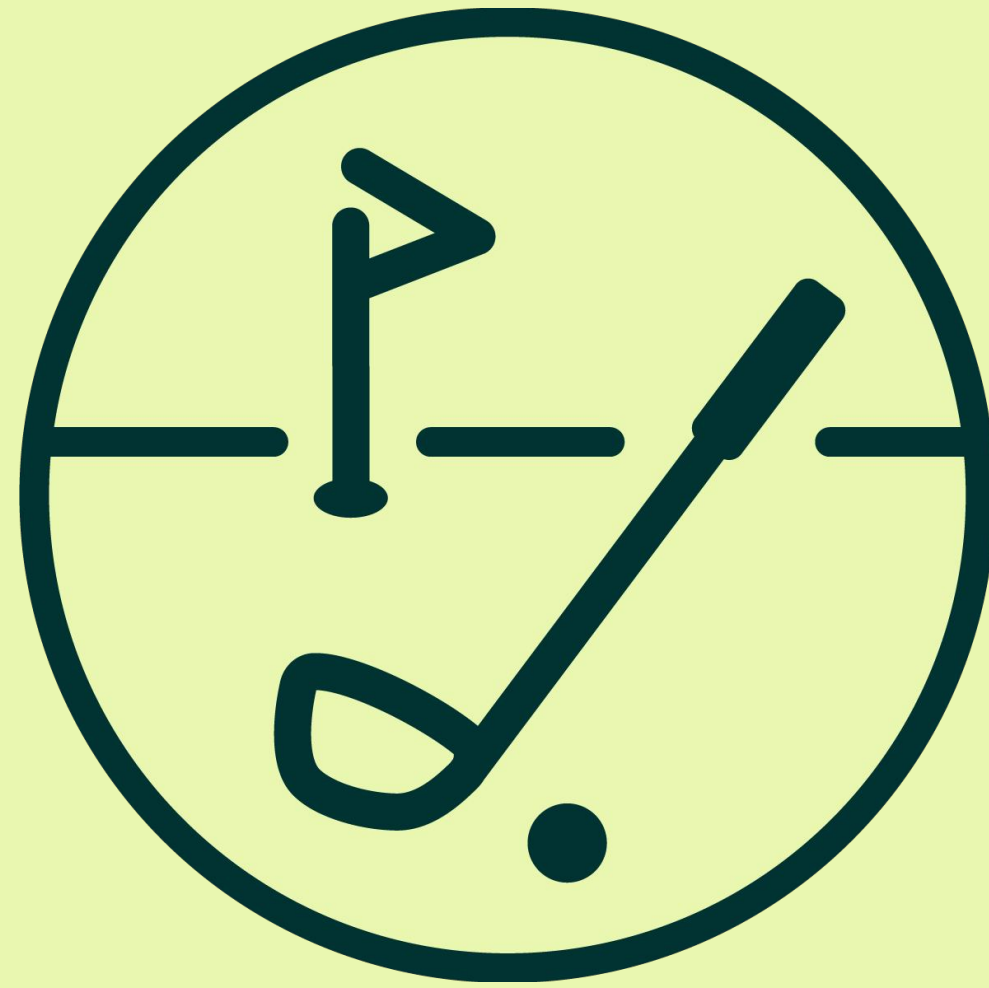
| The Park's natural beauty and potential

# Community

| The people who make the park special

# History

| Deep rooted historical significance and memories



Golf Course



Fishing



Community Pool

## Park Iconography

The line-work the logo is comprised of allows for an “alphabet” of images that can easily inform park visitors of available spaces and activities (Used on signage, posters, etc.).



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Chroma Tees

**People of  
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Rich History, Bright Future

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# People of Kenny Park

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