



## **Hartford Public Library (*logo, identity system, brand launch video, etc.*)**

### **The Challenge:**

Hartford Public Library is a community icon. About to celebrate a 250-year milestone (two years before the rest of the nation), the library board of directors opted to maximize the awareness of this milestone with the launch of a refreshed brand. With a committee comprised of representation internal and external to the library, Miranda Creative was tasked with developing a new brand that conveyed all that the Library offers; that was relevant to all locations and that would appeal to all audiences. The solution needed to be introduced on the first business day of 2024.

### **The Solution: *Icons for a community icon***

Featuring language-neutral visuals, logo, and identity system features icons ranging from the expected (books, conversation bubbles, technology) to the unique (Hartford landmarks and traditions). This evolving icon-based design allows for future iterations of the brand for decades to follow, ensuring that visual perception always reflects the current state of the Library's resources. The primary icon (a variable on the H letterform) simultaneously honors the library's history, the city skyline, as well as the timeless and easily identifiable shape of books. A gold award-winner from the Connecticut Art Directors Club.

