



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

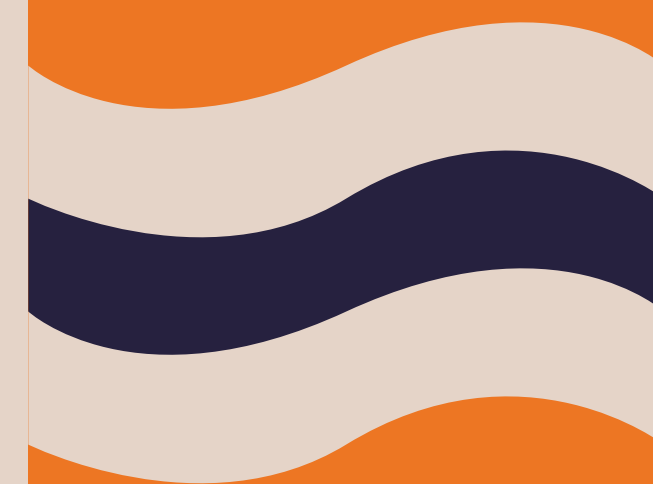
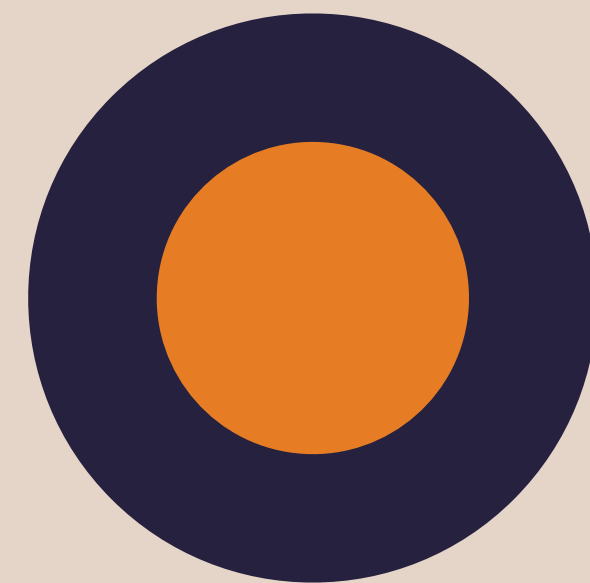
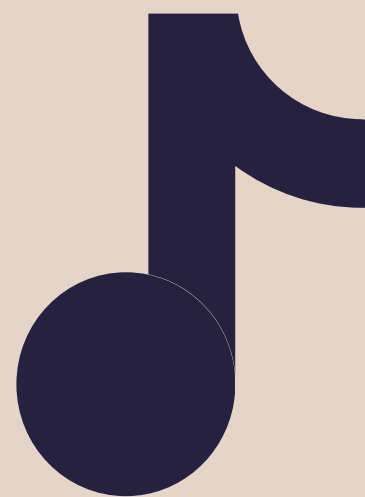
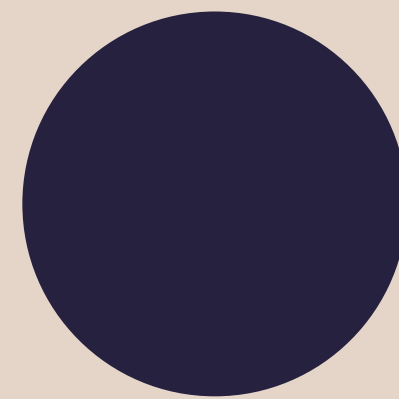
### **The Challenge:**

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.





HARTFORD  
PUBLIC  
LIBRARY



Lorem Ipsum,

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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur.

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. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, se-

Sincerely,

*John Smith*



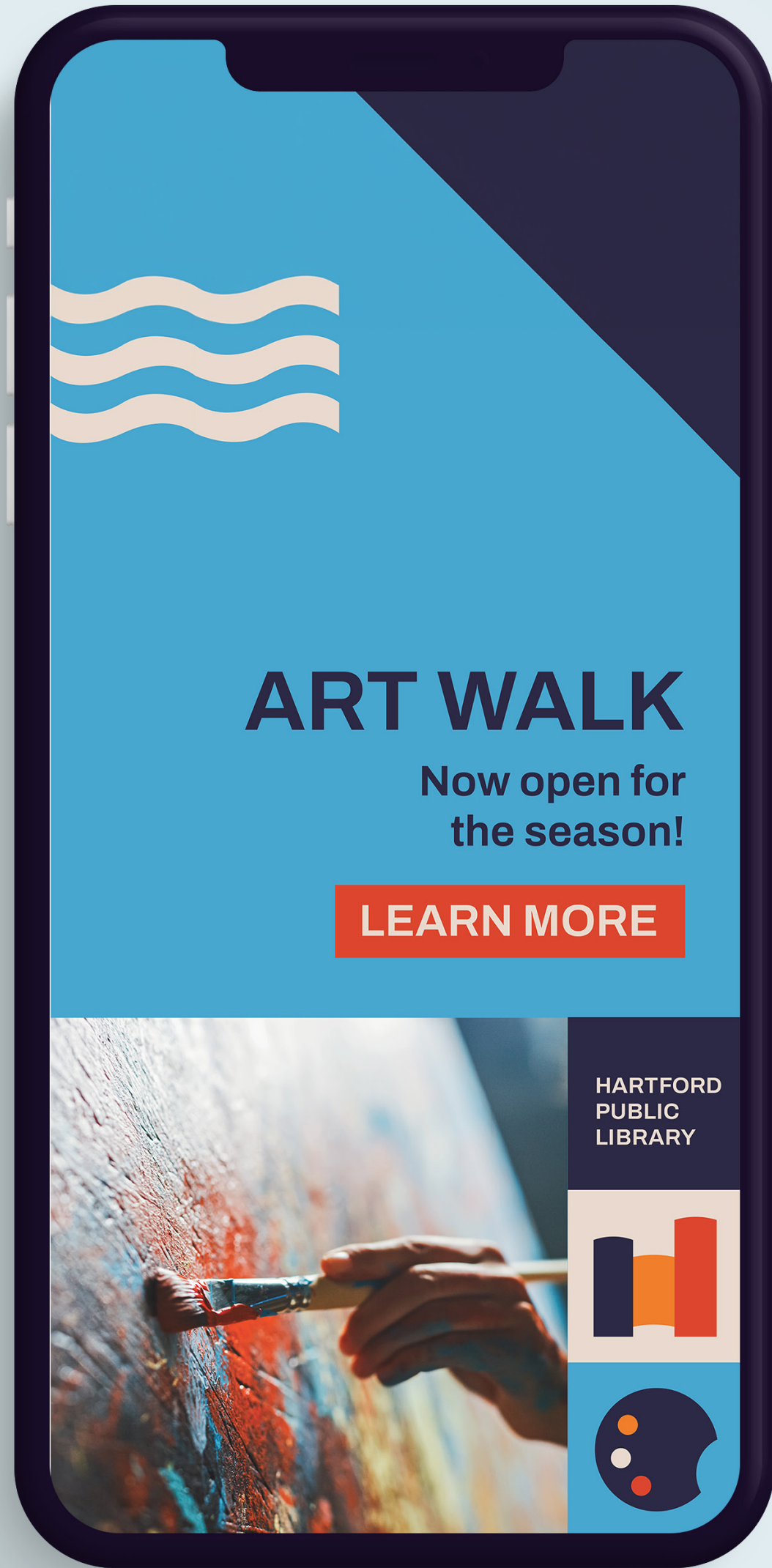
00  
075



500 Main St.  
Hartford, CT, 06103










ART WALK

Now open for the season!

[LEARN MORE](#)

HARTFORD PUBLIC LIBRARY



HARTFORD PUBLIC LIBRARY



EVERYDAY TECH

Learn how to use your device!

[LEARN MORE](#)





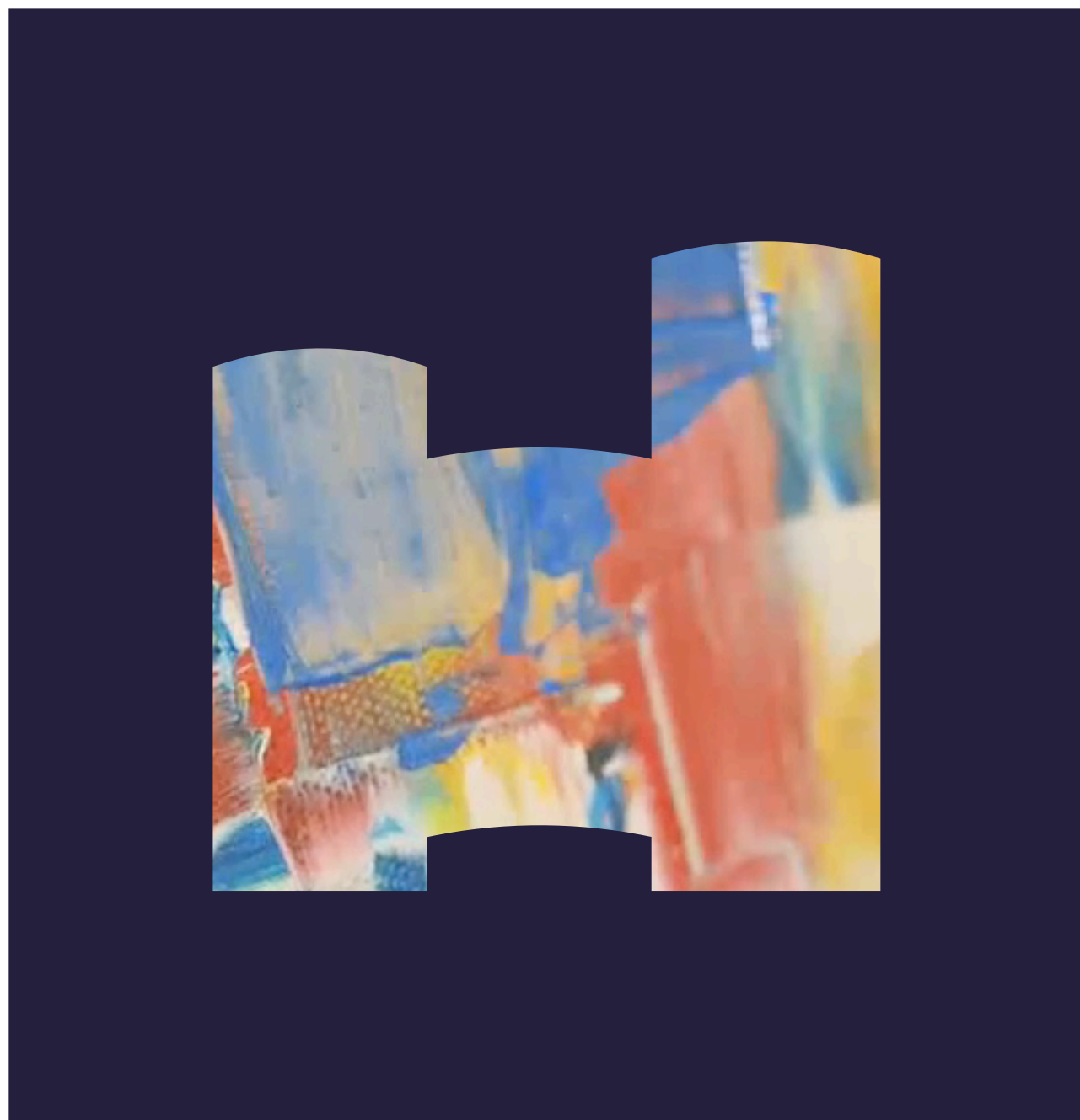
SUMMER LEARNING

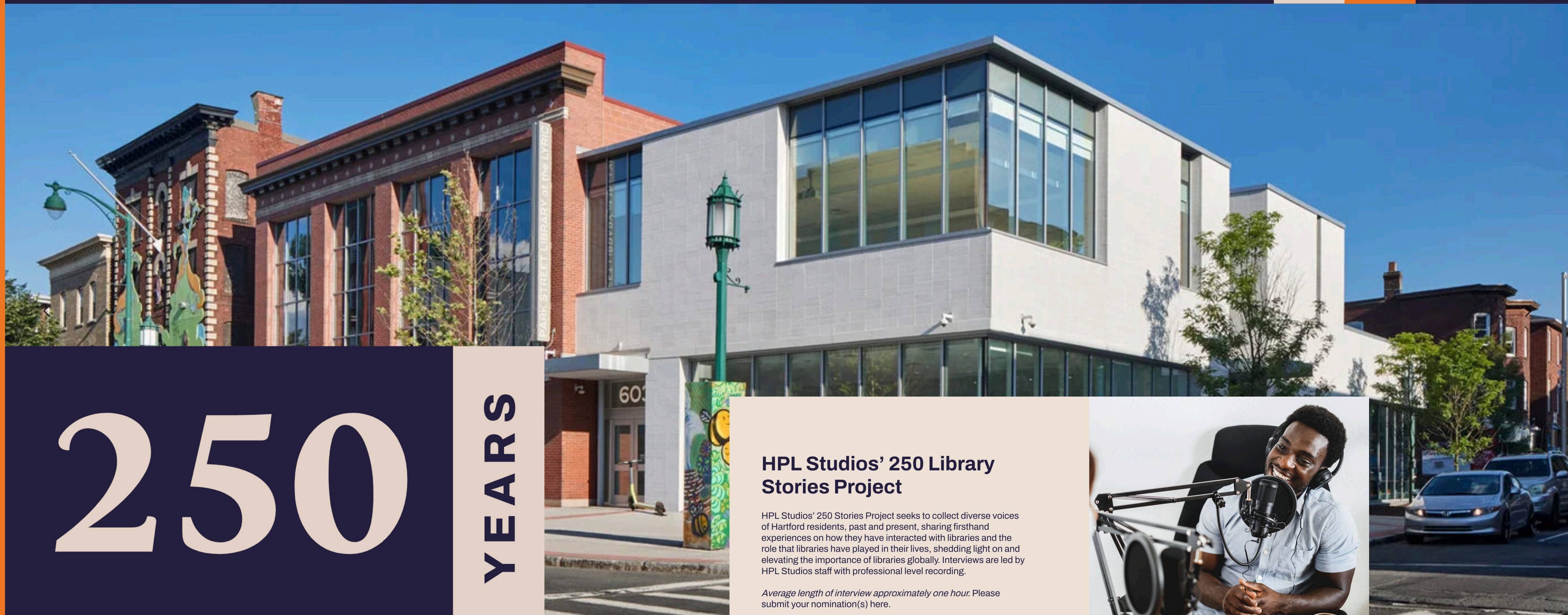
For Children & Teens!

[LEARN MORE](#)

HARTFORD PUBLIC LIBRARY





# 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](#)

