

The Lunette Writeup

Situated in the heart of Collinsville, The Lunette brings timeless charm to the quaint Connecticut town.

Inspired by the rich history of fishing on the Farmington River, the illustration set portrays a playful narrative surrounding a Kingfisher bird. The bird wears a crown, reflecting the bird's name and connecting it to The Lunette's sister concept, Brewery Legitimus, whose key brand mark is also a crown. The narrative follows the bird through its escape from its cage, with other illustrations including a cage with an open door, and a key.

Through custom wordmarks, delicate, vintage-inspired typography, and warm, inviting colors, the brand identity reflects the beauty and history of Collinsville. Come visit The Lunette and experience the view on the river's edge.