

During the Fall 2024 semester at the University of Connecticut, the Design Center had the opportunity to rebrand Más Libritos Bookstore, a pop-up mobile book store based in Arkansas.

Más Libritos has a deeply meaningful mission: to serve as a resource for individuals outside of majority identity groups by providing literature that affirms and celebrates their identities. Diana, the bookstore's owner, envisioned a branding identity rooted in Mexican culture, and her key requirements included incorporating a "Mexican pink" alongside earthy tones like brown and green. This left the rest of the creative direction open for interpretation open to us.

To create a brand identity that resonated with the rich arts and culture of Mexico, we immersed ourselves in online research. We eventually came across the work of Eduardo Terrazas and became enamored with his vividly colorful, geometric paintings. Realizing the potential of a branding system based on a single pattern that could be repeated infinitely, we got to work creating sample patterns.

With the pattern finalized, and selection of a header typeface by a Latin designer, creating the final logotype was a simple matter of setting the type on top of the pattern. Putting the logotype on top of only one instance of the pattern allowed for a great amount of flexibility when it came to applying it to deliverables, which can be seen in the deliverables.