



THE MARK

The Lyman Allyn logo is composed of two parts: the icon and the wordmark.

The icon is comprised of three shapes that come together to form an abstracted representation of the iconic column structure on the facade of the Lyman Allyn building.

The clean, rigid lines of the three rectangles reflect a solid and long-standing man-made structure — while setting the wordmark in title case Arial reflects the brand's history and boldness in the New London community.







Lyman  
Allyn

NEW EXHIBIT  
**COMING SOON**

06.13.2025  
3:00PM



Lyman  
Allyn

NEW EXHIBIT  
**COMING SOON**

06.13.2025  
3:00PM





6:09

5G

lyman\_allyn



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Lyman Allyn

Art Museum and Park

Celebrating the power of art since 1932.

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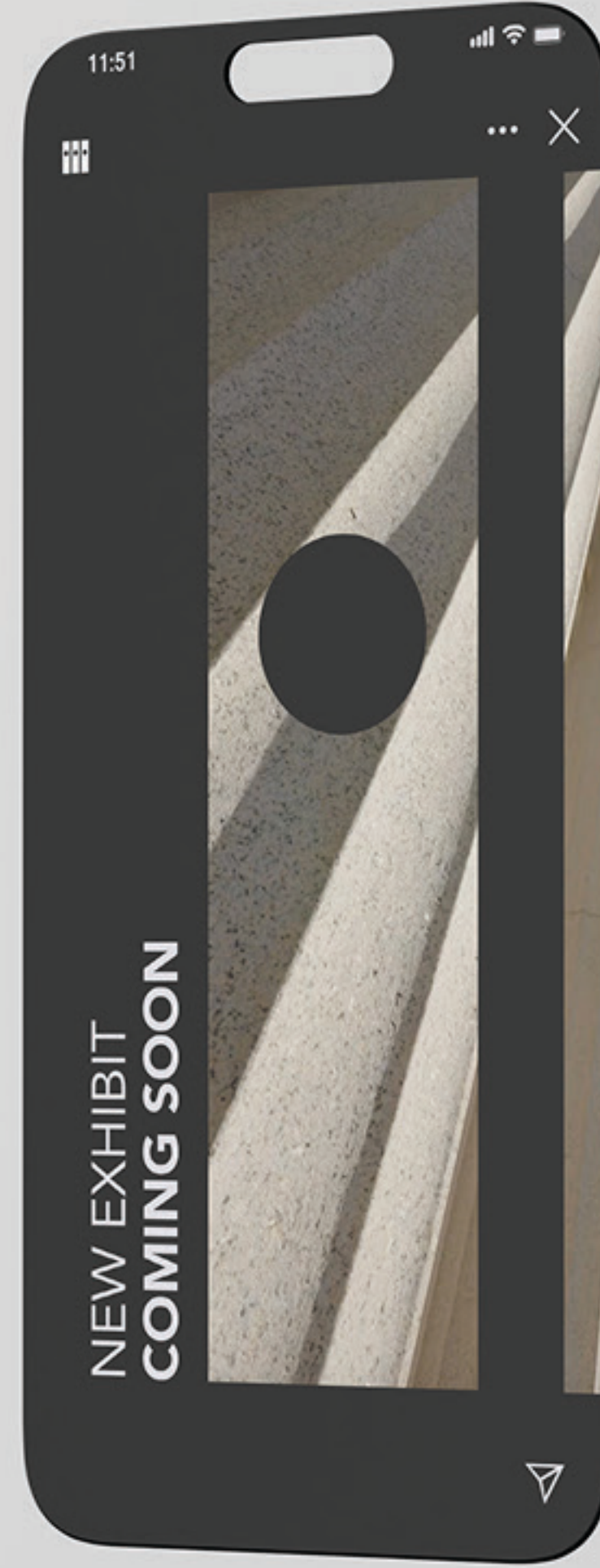
Park

NEW EXHIBIT  
COMING SOON

06.13.2025  
3:00PM

More information







**SPECIAL EXHIBITION**

Lyman Allyn Museum, 625 Williams St., New London

Lyman Allyn



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06.13 2025

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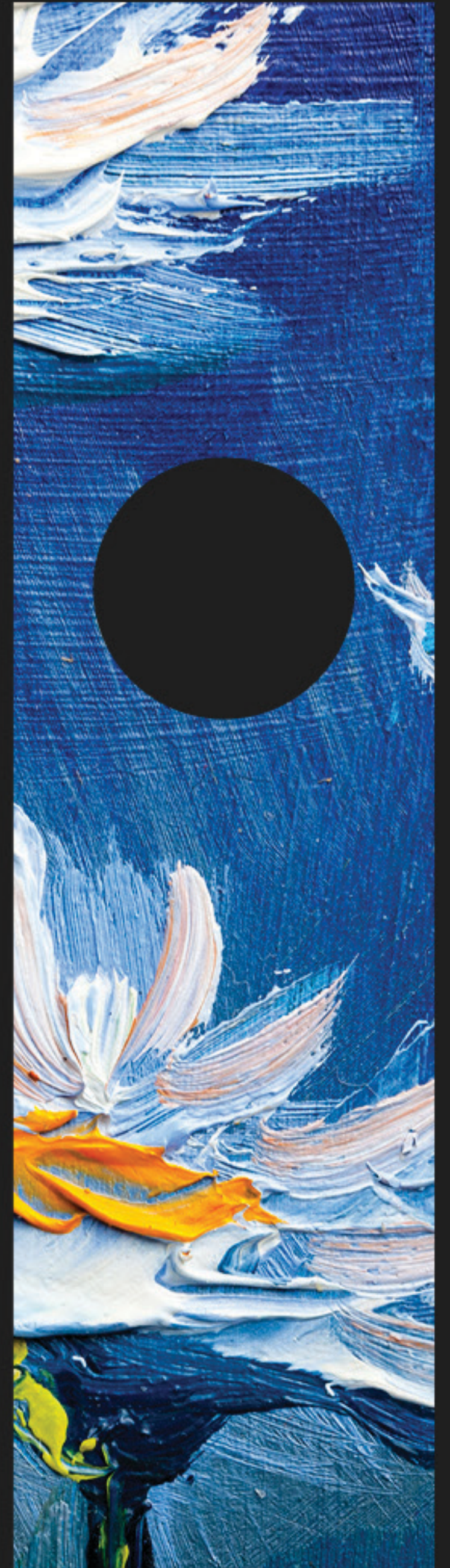
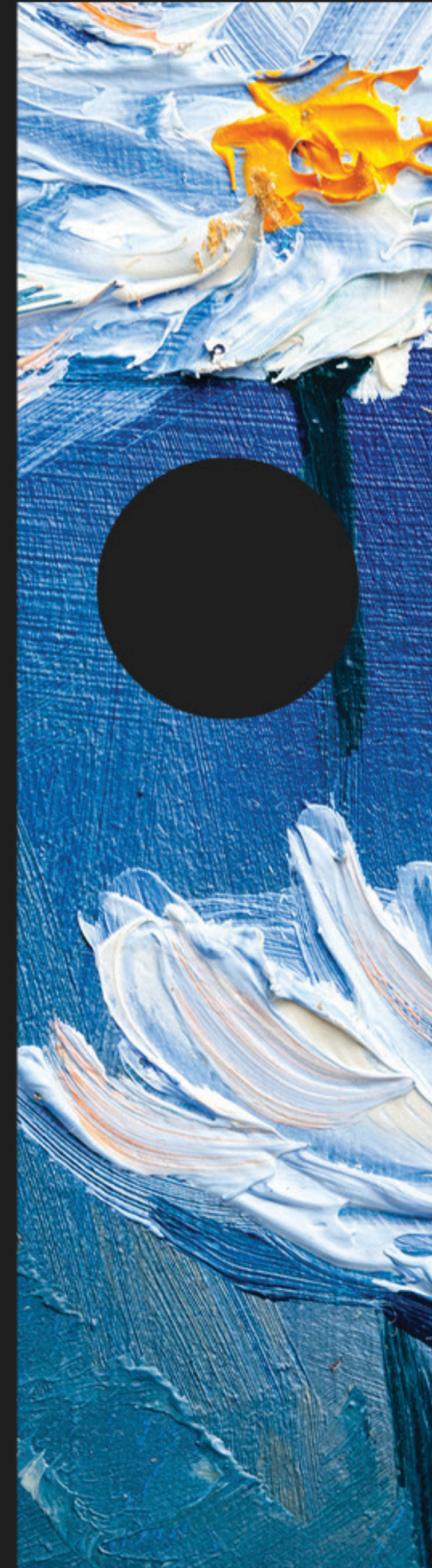






# NEW EXHIBIT COMING SOON

06.13.2025  
3:00PM

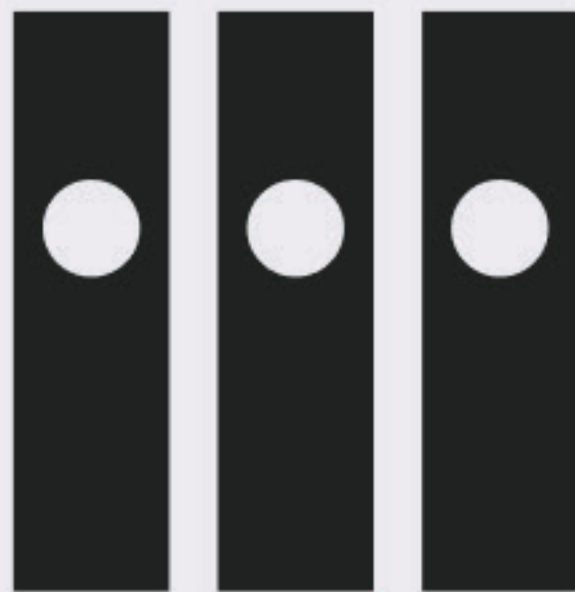








# Lyman Alllyn



**VISIT US** 625 Williams Street,  
New London, CT 06320  
**CONTACT US** 860.443.2545  
info@lymanallyn.org

NEW EXHIBIT  
COMING SOON



NEW EXHIBIT  
COMING SOON



Lyman  
Alllyn





www.lymanallyn.org



[ABOUT](#)

[EXHIBITS](#)

[PARK](#)









SUB BRAND HIERARCHY

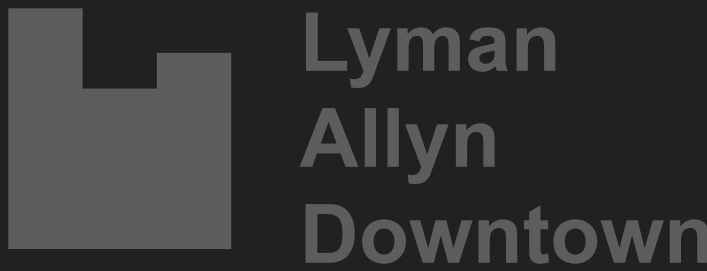
When creating sub branding of Lyman Allyn, an additional logo mark is required in addition to a new wordmark accompanying it to the right. Here are the standards for creating the sub brands below:

The parent brand is used:

- When messaging is general and about campus services and programs.

The sub brand is used:

- When messaging is specific and about a particular set of services and programs that speak to only that sub brand.





THE MARK

The Lyman Allyn Park logo is composed of two parts: the icon and the wordmark.

The icon is comprised of shapes that come together to form an abstracted representation of nature, with the column-inspired lines now curved to form grass and the once symbolic circles now take the form of flowers or pollen.

The curved organic lines of the three rectangles reflect a space made by natural formation — while setting the wordmark in title case Arial Bold echoes the brand's history and parent brand's long-standing impact.







Lyman  
Allyn  
Park

OCT. 2025 NEW LONDON

OCT. 2025 NEW LONDON

WELCOME  
TO OUR  
PARK





**A:** Lyman Allyn Park  
625 Williams Street  
New London, CT 06320  
**W:** [www.lymanallyn.org](http://www.lymanallyn.org)



OCT. 2025 NEW LONDON

# PARK













 Lyman  
Allyn  
Park

LYMAN  
ALLYN  
MUSEUM



PARKING LOT →

FILTRATION POND →

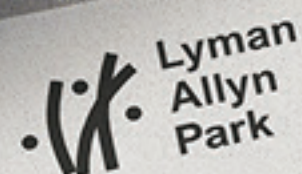
SCULPTURE GARDEN →

MEMORIAL GARDEN →

OPEN AIR THEATER ↘

 Lyman  
Allyn





Lyman  
Allyn  
Park

# GROUNDS FOR EXCITEMENT

## LYMAN ALLYN PARK OPENING

Join fellow community members for light refreshments and an exclusive tour of the 12-acre Lyman Allyn Park under construction!

Lyman Allyn Museum, 625 Williams St., New London

Guided walkthrough of future trails, native gardens, and public art sites  
Community vision: learn how this freely accessible park will enrich New London's cultural and educational life



06.13.2025  
3:00PM



Lyman  
Allyn  
Park

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06.13.2025  
3:00PM





WELCOME



LOW  
ON | NEW LONDON | 10.2025 •  • Lyman Allyn

•  • Lyman Allyn

10.2025 •  • Lyman Allyn Park | COMING SOON



ALLYN  
ALLYN  
**PARK**

COMING SOON

NEW LONDON

10-2025



**PARK**

The image features a minimalist design on a light gray background. The word "PARK" is written in a bold, black, sans-serif font, centered horizontally. Overlaid on the text are several thick, wavy lines in two shades of green: a teal color and a slightly darker, more vibrant green. These lines curve and sweep across the frame, some passing behind the letters and others in front, creating a layered, organic effect that suggests movement or natural elements like grass or water.





# Lyman Allyn Park | HARRIET'S VISION SINCE 1927

YOUR PASS



№000000001

№000000001



YOUR PASS





www.lymanallyn.org/404



404

PARK  
NOT  
FOUND





