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01. LOGO

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.



SIZING + WHITE SPACE

The Lyman Allyn logo should be used as originally designed and proportioned as shown here to the right, and in the variations listed on the following pages of this guide. The logo should not be modified except to scale the image while maintaining its aspect ratio. It should not be rendered at a size that makes the text illegible.

A buffer zone of at least 25% of the logo mark's width should appear between the logo and other design elements.



LOGO VARIATIONS

There are several versions of the Lyman Allyn logo that can be used in different media and applications. Usage will mainly depend on the size and shape of the space available.

FULL LOGOS:

These are the primary logo variations to be used wherever possible when not used as a window, seen on page 12.

WORDMARKS:

The wordmark may be used independently in certain use cases where size affects legibility (e.g., small pieces of collateral like a pen).

ICON:

Icons may be used independently as graphic elements and as a representation of the brand in small use cases (e.g., social media profile images).

All variations of these files are supplied in .eps, .svg, .pdf, .jpg, and .png formats.

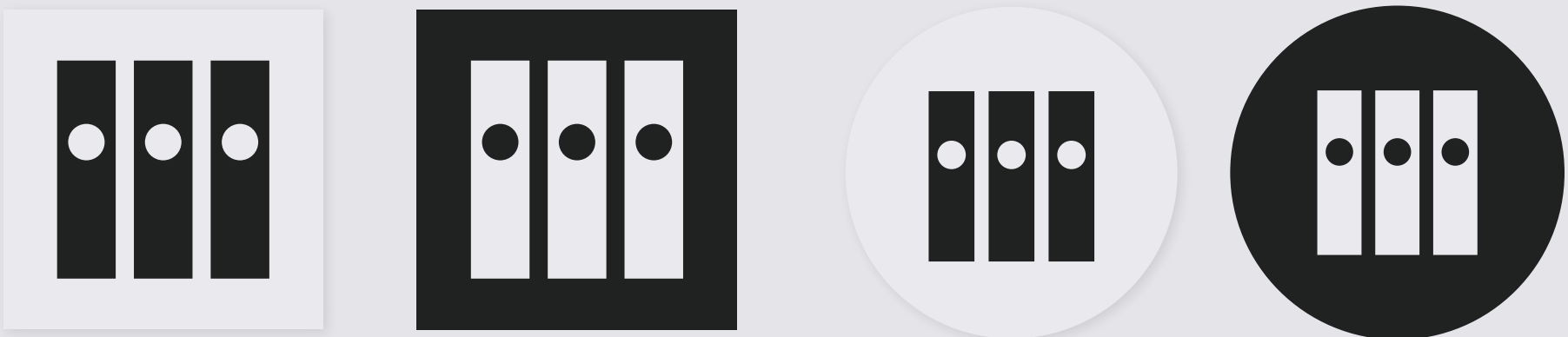
FULL LOGO:



WORDMARK:



ICON/FAVICON:

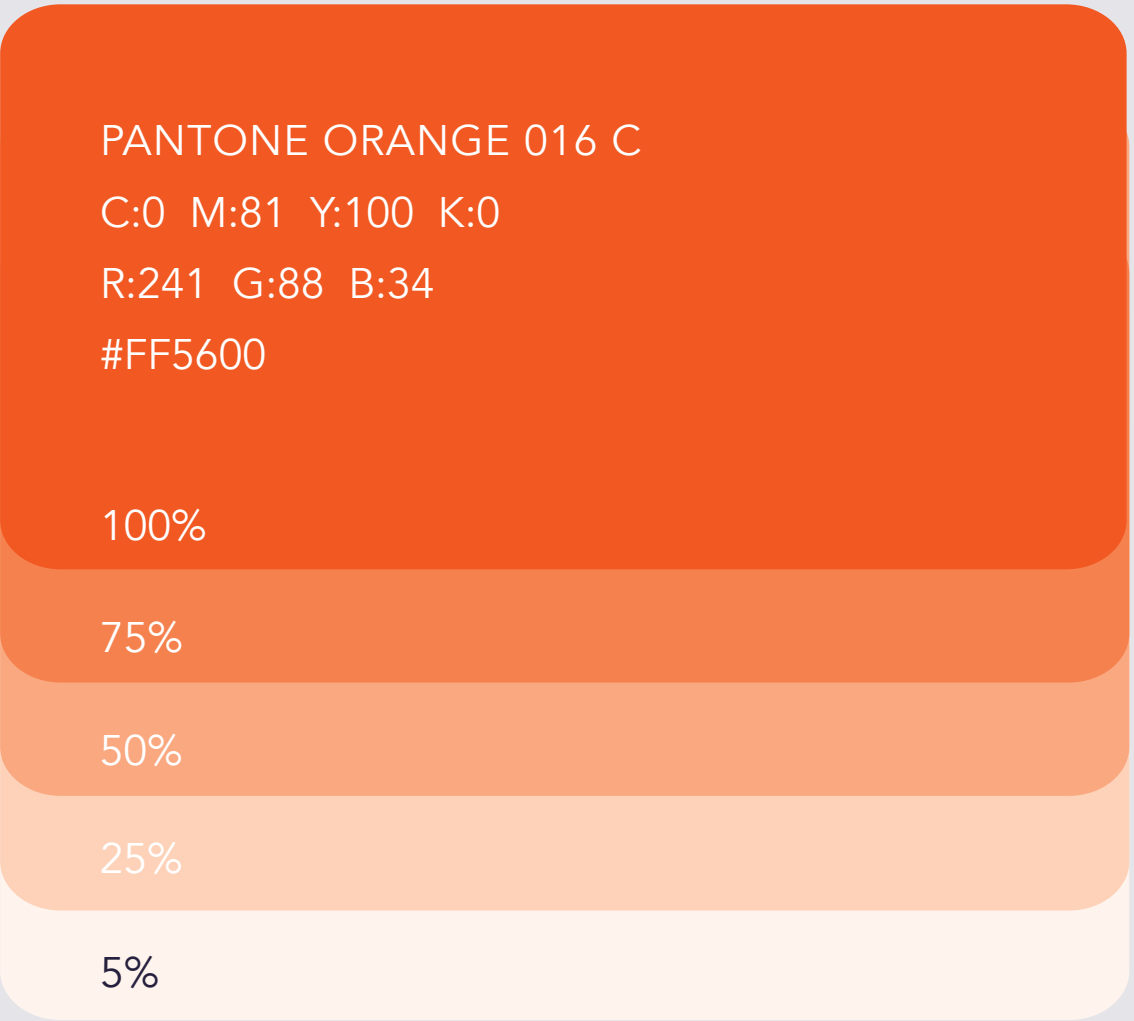
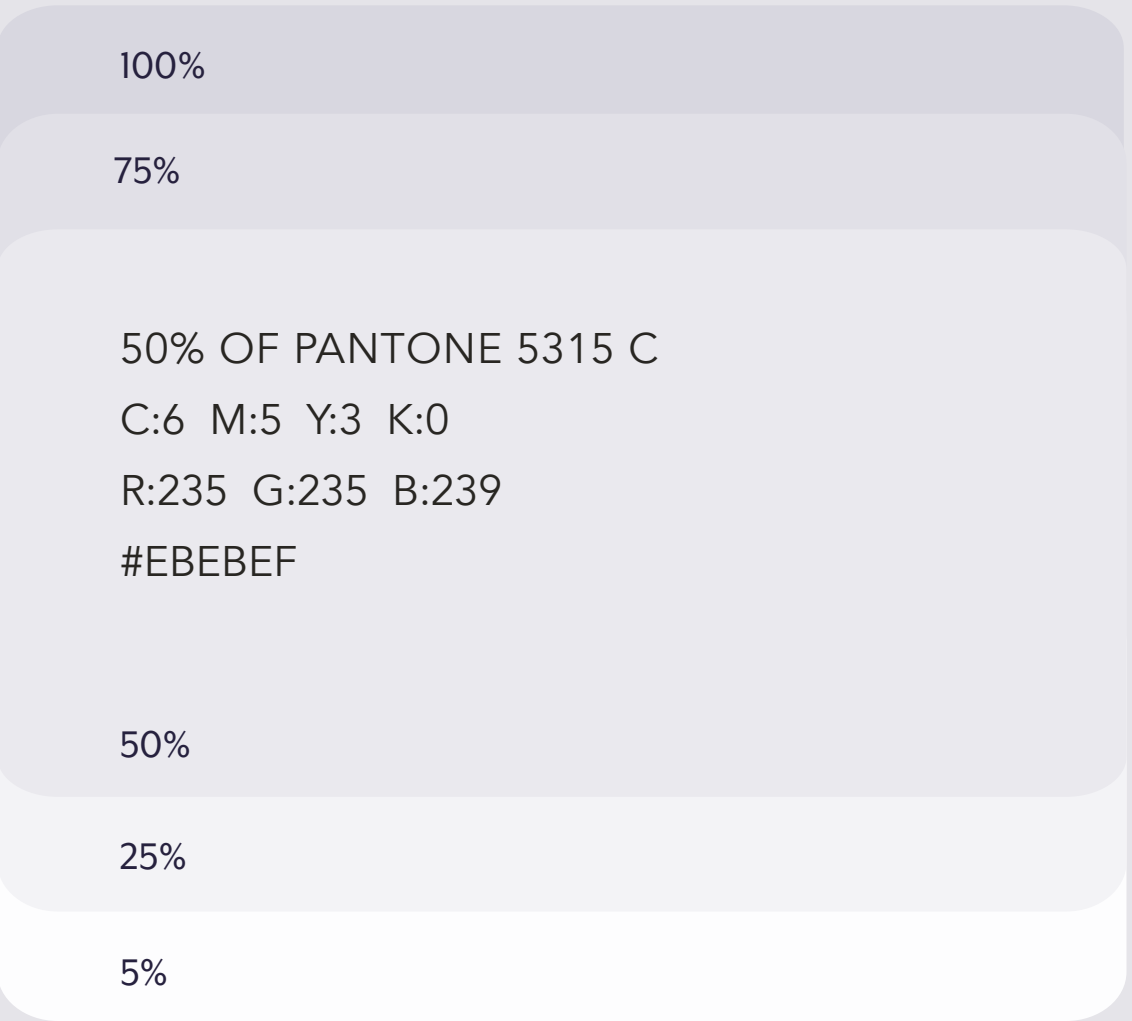
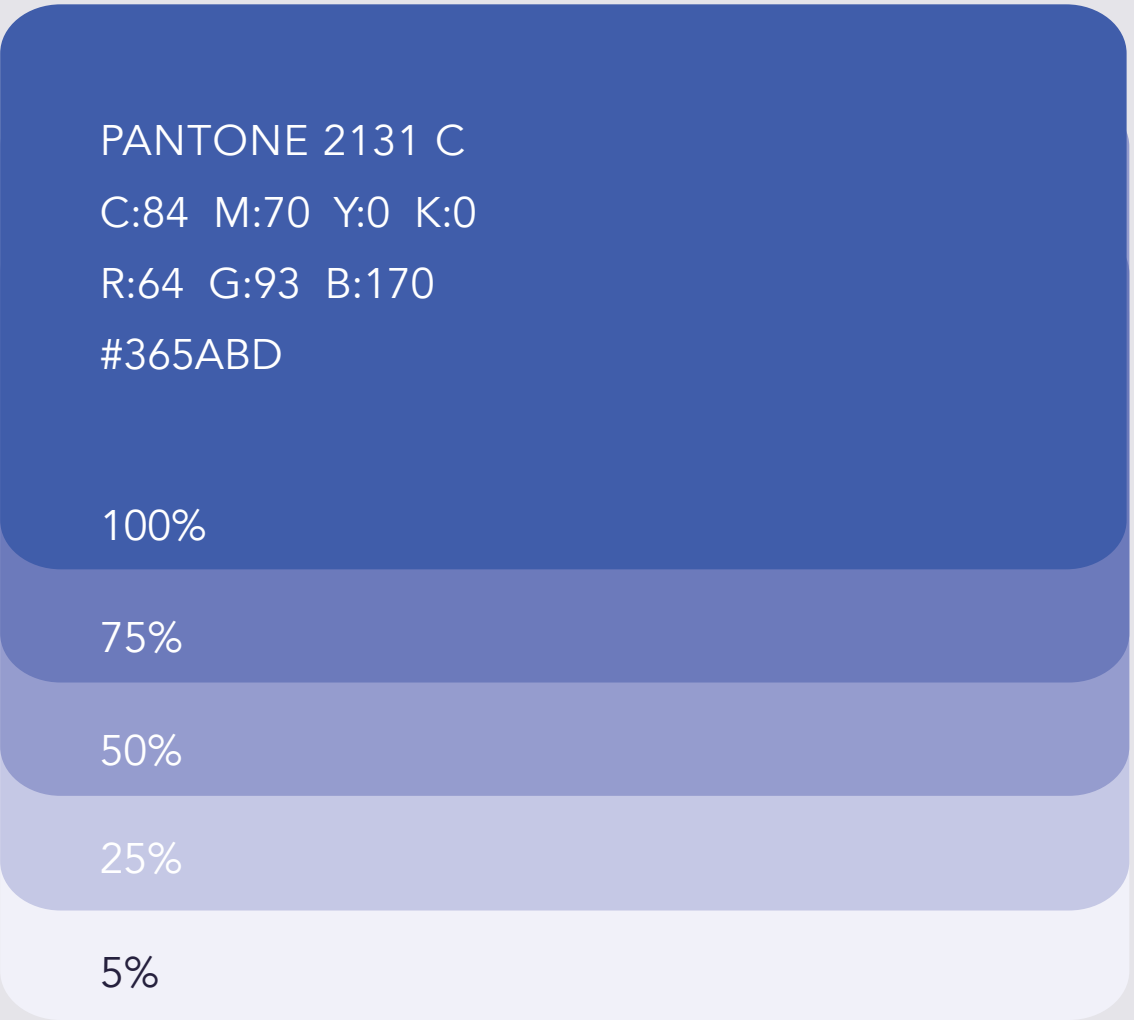
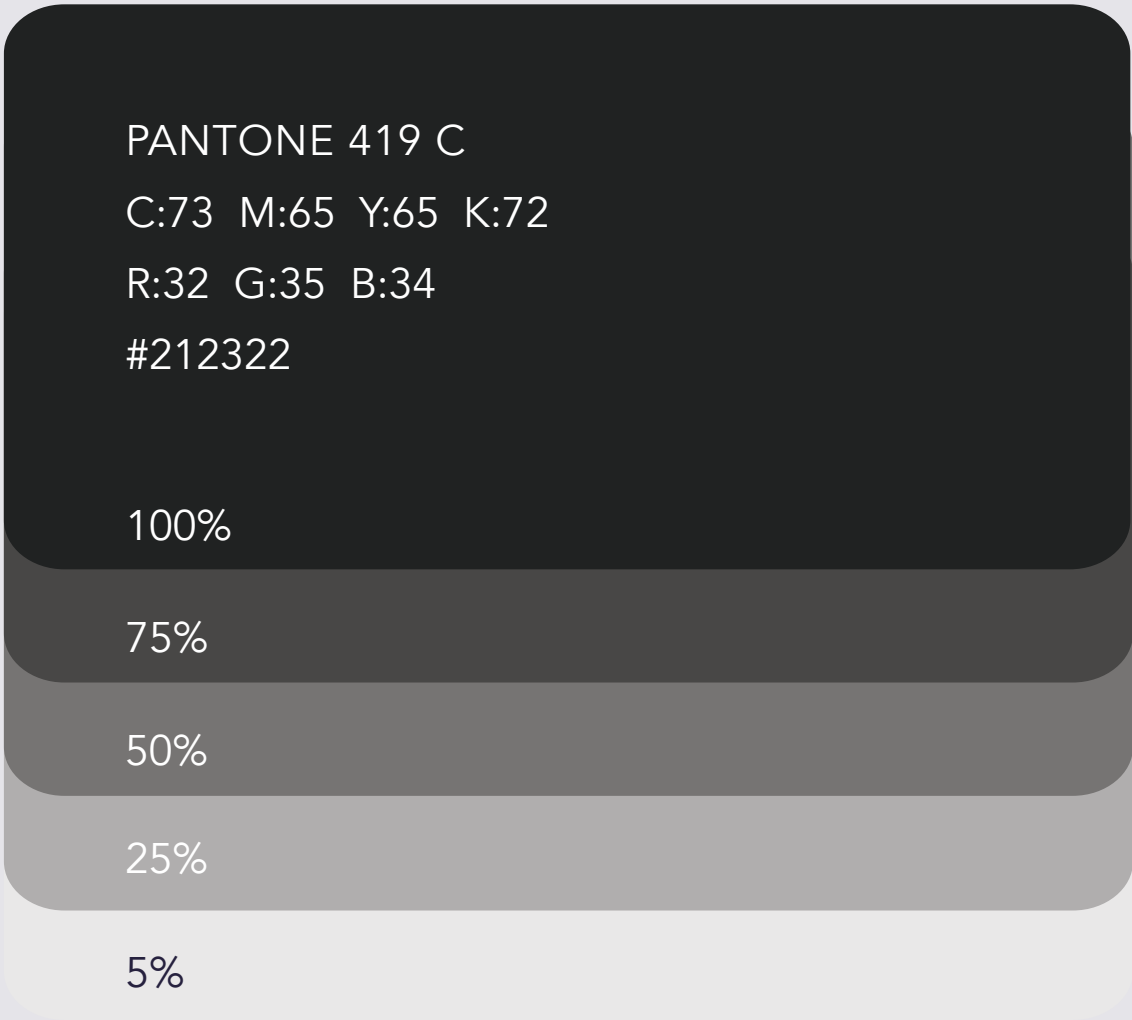


BRAND COLORS

The colors chosen for the Lyman Allyn brand are built on its history, pairing updated shades of its blue and orange colors with a sophisticated off white and dark grey. This color palette was designed to be timeless and classic.

Pantone 419 C, 2131 C, and 50% of 5315 C are the primary colors for the Lyman Allyn brand, used dominantly in application.

Pantone Orange 016 C is a secondary brand color to be used as an accent to the primary brand palette.

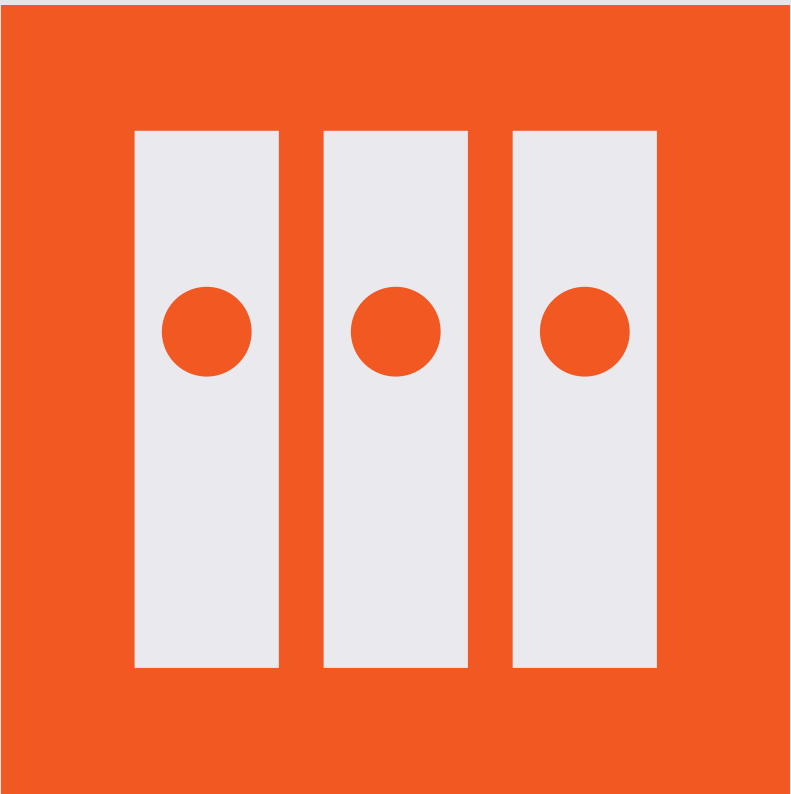
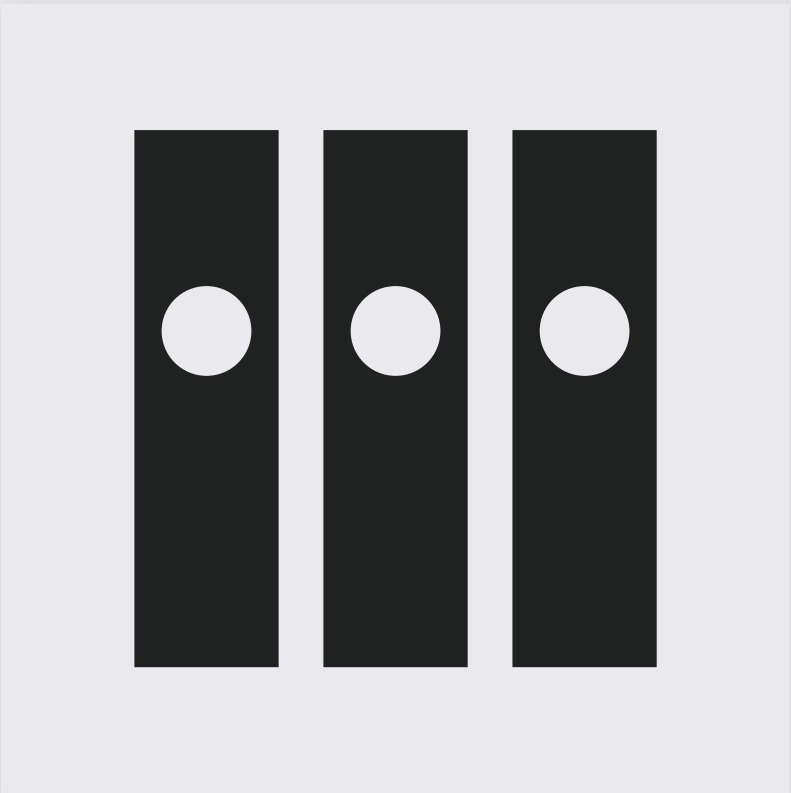
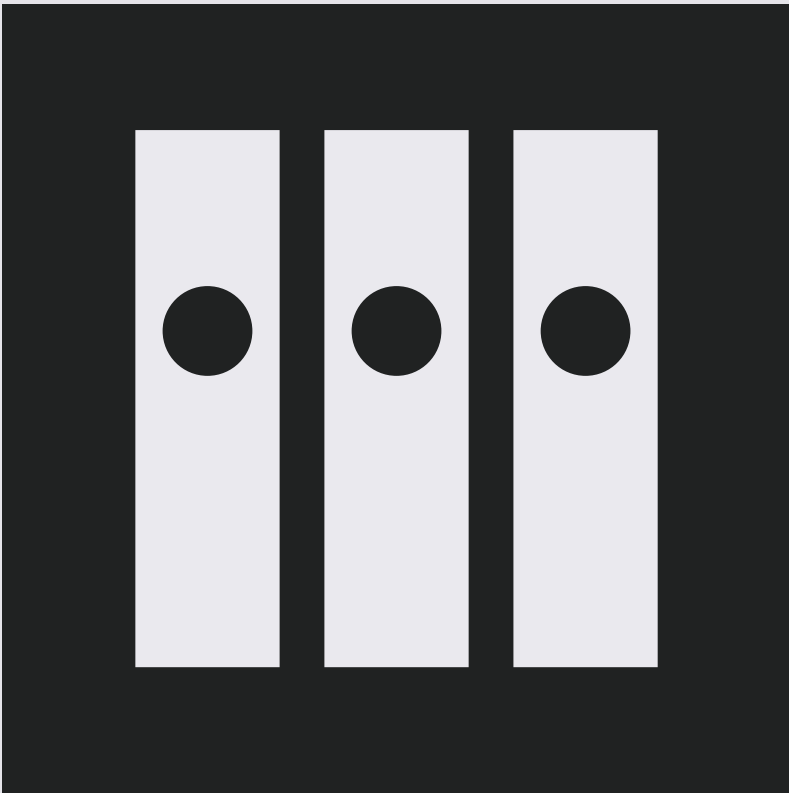


NOTE: 50% is the primary opacity used for Pantone 5315 C.

COLOR USE

In most cases, the logo mark will be used on a solid brand color. However, where production methods allow, it may be used in front of an image. In such cases, there must be enough contrast between the image and the logo mark.

All variations of these files are supplied in .eps, .svg, .pdf, .jpg, and .png formats.



BRAND TYPEFACE: AVENIR

Avenir is a typeface renowned for being clean, bold, and classic.

Although Arial is used for the Lyman Allyn wordmark, Avenir can be used for all forms of text from headlines, sub-headlines, and pull quotes to any large bodies of copy.

Avenir features different weights and styles allowing for flexibility and the ability to distinguish a clear hierarchy of information. Body copy text should never overwhelm headlines/ sub-headlines in weight.

Sample headline

GROUND
S FOR
EXCITEMENT

Sample body copy

Lyman Allyn Park will produce a dramatic change in the landscape of New London by creating a 12-acre, freely accessible urban park that will serve the community.

Avenir - Black
headlines

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz 0123456789!?!&*

Avenir - Book
sub headlines/body copy

Lorem ipsum dolor sus aut aut pratur
moluptatur, illabor ehenest odiamenecum
a vollendunt, unturio. Es dolorectia
simillabore conectem quas dolupta testem
voluptam, si aditatur aut hit et quia voluptae
voluptamusamolorit mi, int perum et quae.
Porro optur re por atquibus ant.

02. PHOTOS

PHOTO STYLE

Images have the power to evoke emotions beyond words. The Lyman Allyn brand utilizes imagery to express its values and personality, and to bring its content to life. This is achieved through both original photography, as well as stock and paintings (where applicable).

Photography representing the Lyman Allyn, whether on social media, the website, or in print, should be:

- **Positive** - Happy subjects facing toward the camera or engaging in their environment.
- **Historical** - Representing the rich history of the museum and grounds.
- **Informative** - Highlighting a particular service or event related to the messaging that will be accompanying the photo.
- **High Quality** - bright, clear, and vibrant.



PHOTO USE:
COLUMN FRAME

The solid column logo shapes can be used as a frame for photography. This acts a window into the Lyman Allyn and should display photos representative of the museum's people and services.

Recommended Subject Matter:

- Nature/landscapes.
- Close-up shots of textures/patterns/paintings/ art relating to Lyman Allyn and its services.

Dos:

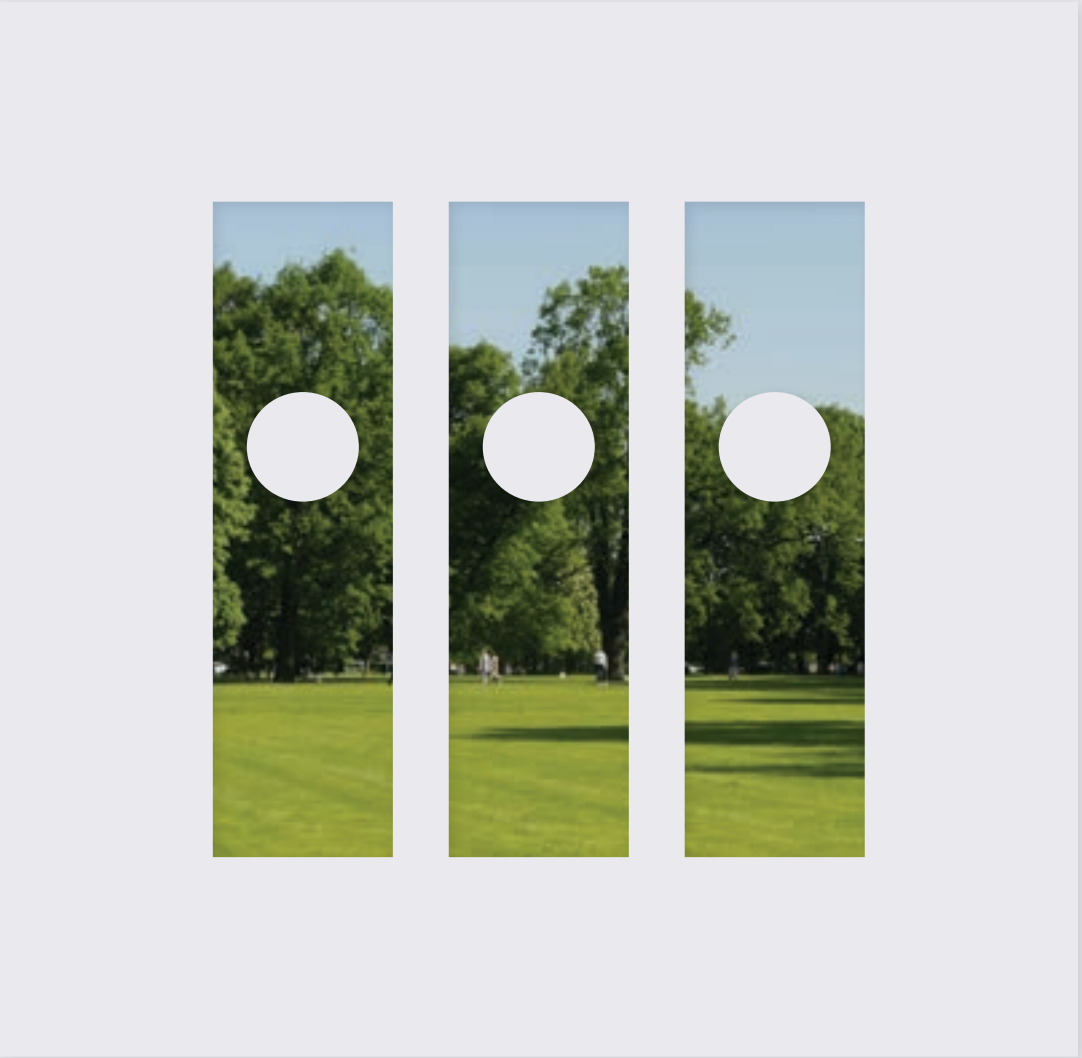
- The frame should be surrounded fully/boxed in by a Lyman Allyn brand color.
- Faces should not be cropped.
- Show subjects, locations, or objects that pertain to the museum or its grounds.

Don'ts:

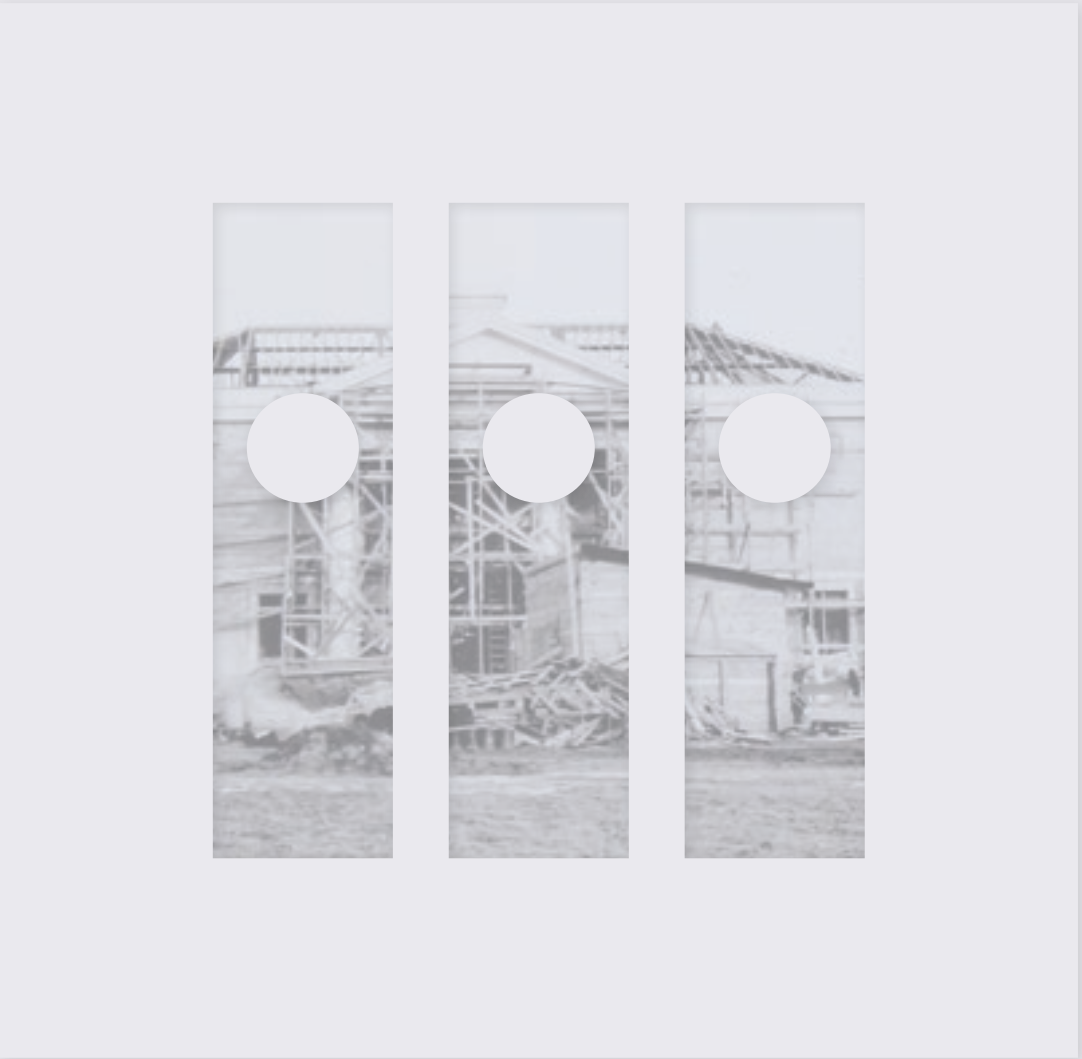
- Cropping faces with the frame.
- Using images with low contrast.



COLUMN FRAME DOS:



COLUMN FRAME DON'TS:



03.

SUB BRANDING

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.



04.

PARK 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.



SIZING + WHITE SPACE

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A buffer zone of at least 15% of the logo mark's width should appear between the logo and other design elements.



LOGO VARIATIONS

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FULL LOGOS:
These are the primary logo variations to be used wherever possible.

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FULL LOGO:



WORDMARK:



ICON/FAVICON:

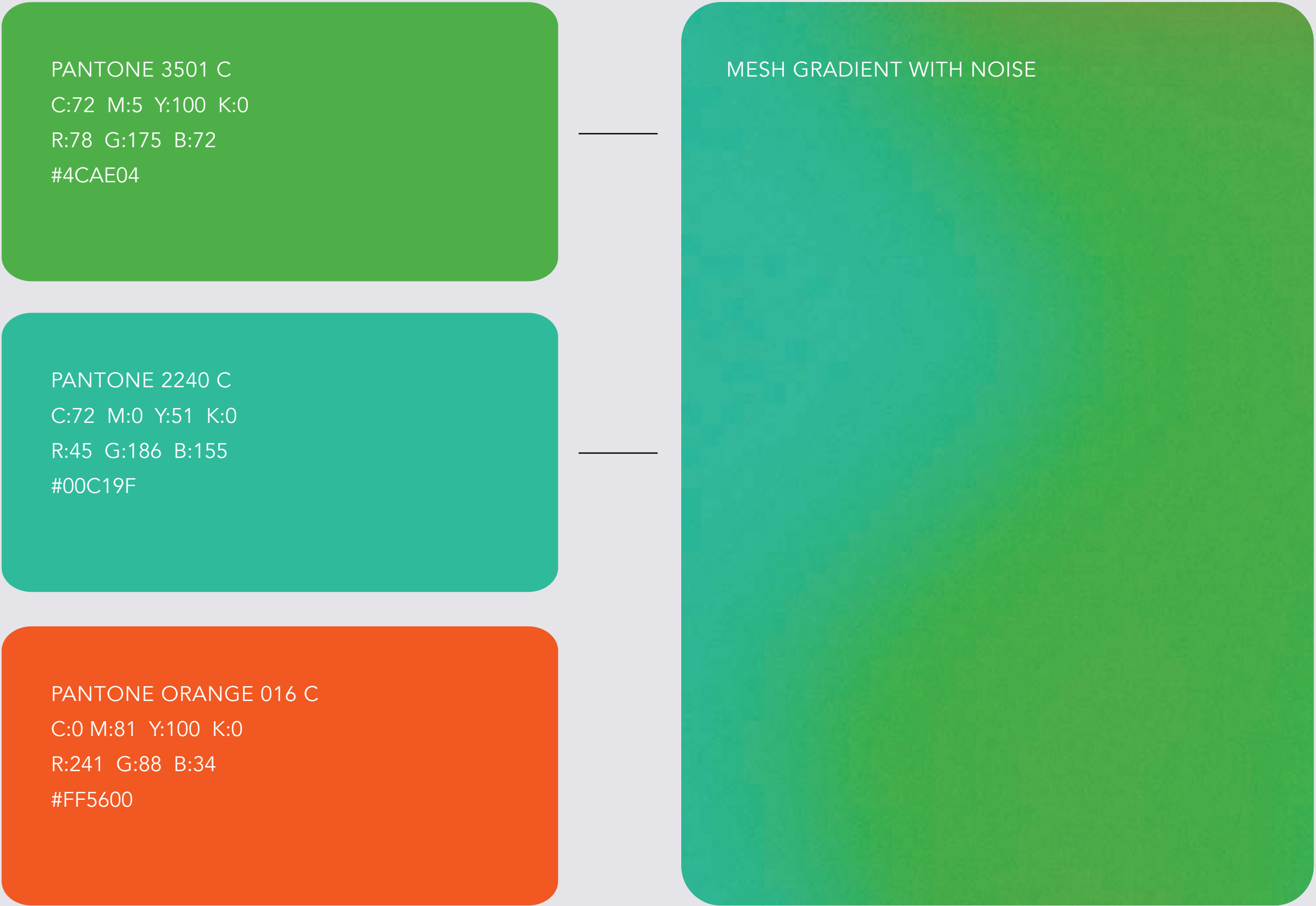


ADDITIONAL BRAND COLORS

Still paired with the primary off white and dark grey, this sub brand includes a unique gradient and additional palette. This color palette was designed to be vibrant and modern.

Pantone 3501 C and 2240 C are combined to form a fluid mesh gradient. A subtle noise texture is added for depth. This gradient is the primary color identifier for this sub brand.

Pantone Orange 016 C is a still used as a secondary brand color to be used as an accent to the primary brand palette.

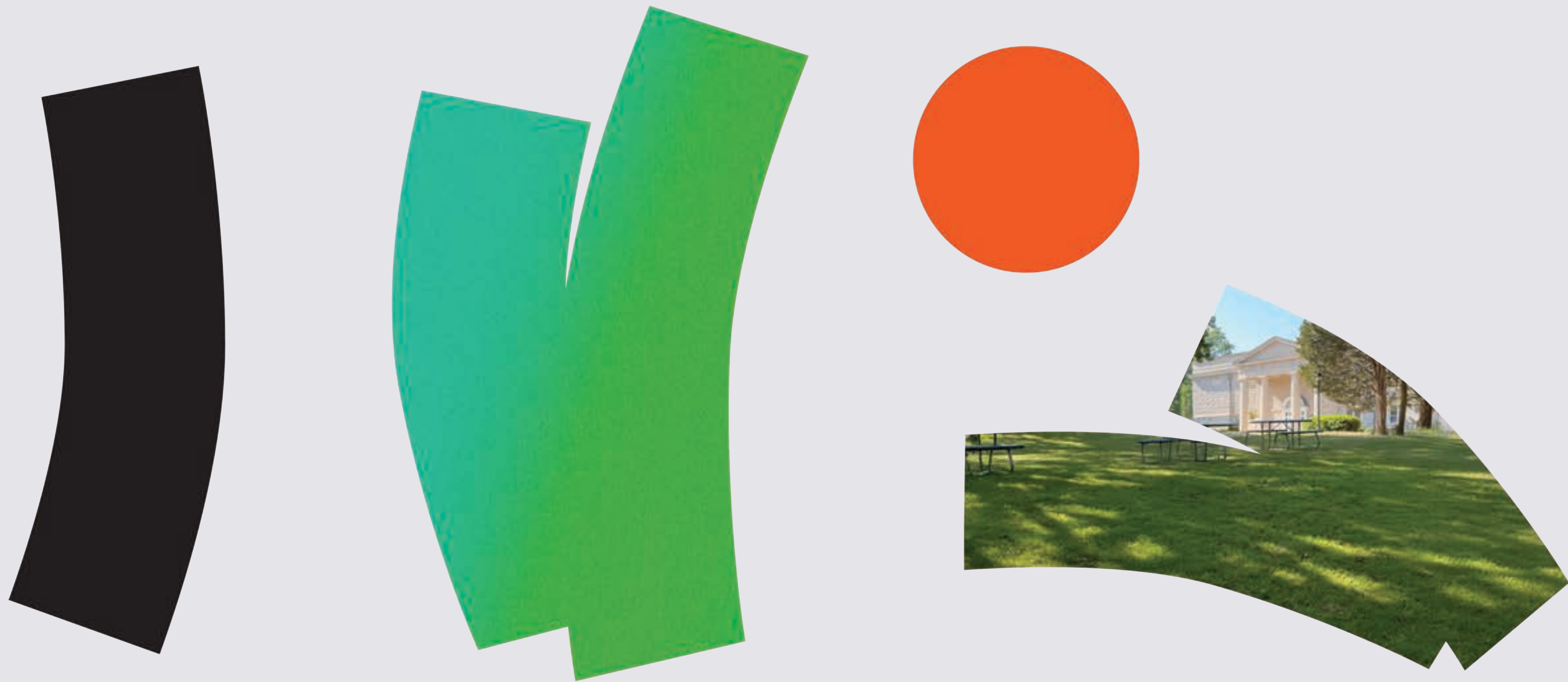


BRAND ELEMENT: GRASS + DOT

The logo mark elements may be pulled apart and modified to form design elements for compositional decoration or patterning.

The curved rectangle can be used on its own or in conjunction with other pieces of varying size and direction to form a large abstracted grass subject. This form can be used in the dark and light colors in the brand palette or the sub brand gradient. The grass shapes can also be used as a window frame into an appropriate photo (following guidelines from page 13).

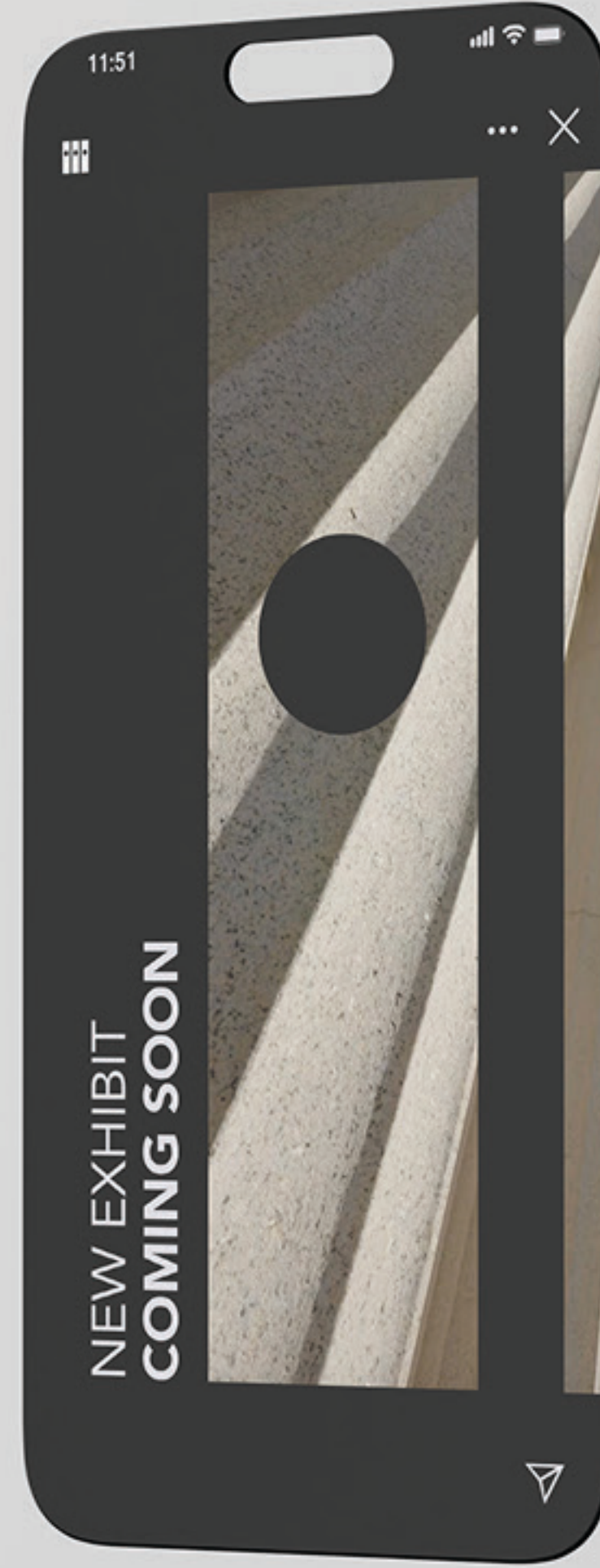
The orange dot exists as a compositional decoration to be paired with the grass elements.



05. **PARENT BRAND APPLICATIONS**







SPECIAL EXHIBITION

Lyman Allyn Museum, 625 Williams St., New London

Lyman Allyn



SPECIAL EXHIBITION

Lyman Allyn Museum, 625 Williams St., New London

06.13 2025

Lyman Allyn



SPECIAL EXHIBITION

Lyman Allyn Museum, 625 Williams St., New London

06.13 2025

Lyman Allyn



SPECIAL EXHIBITION

Lyman Allyn Museum, 625 Williams St., New London

06.13 2025

Lyman Allyn



SPECIAL EXHIBITION

Lyman Allyn Museum, 625 Williams St., New London

06.13 2025

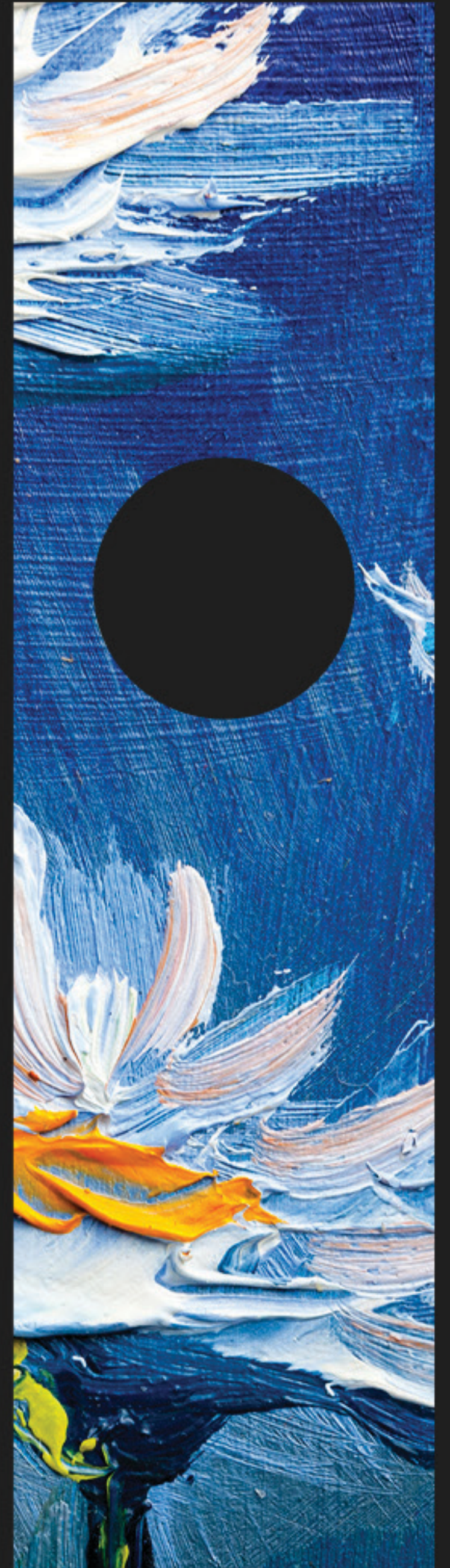
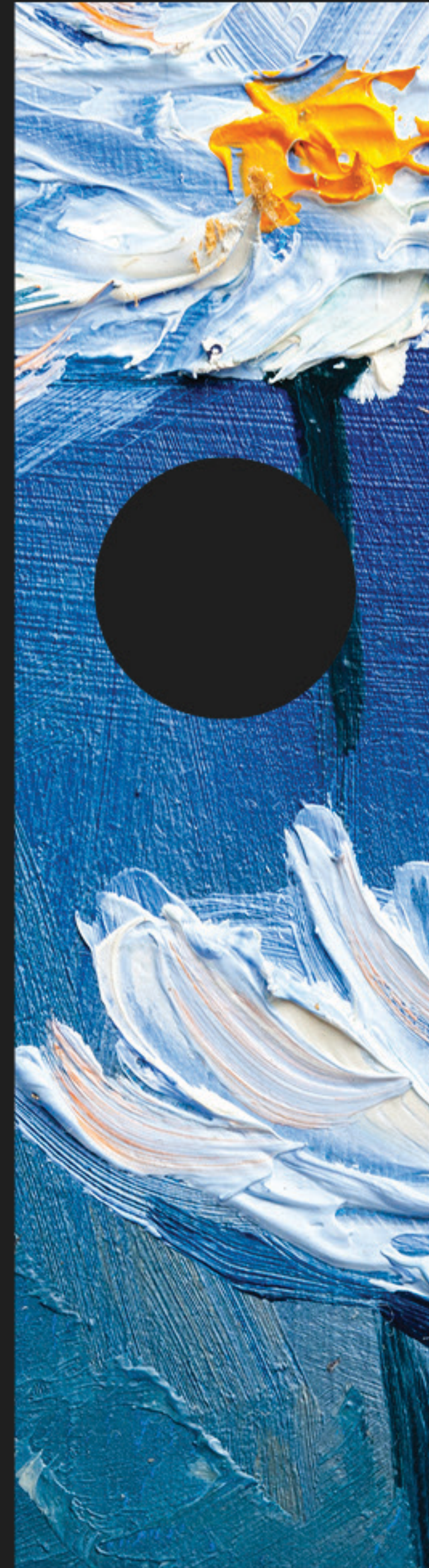
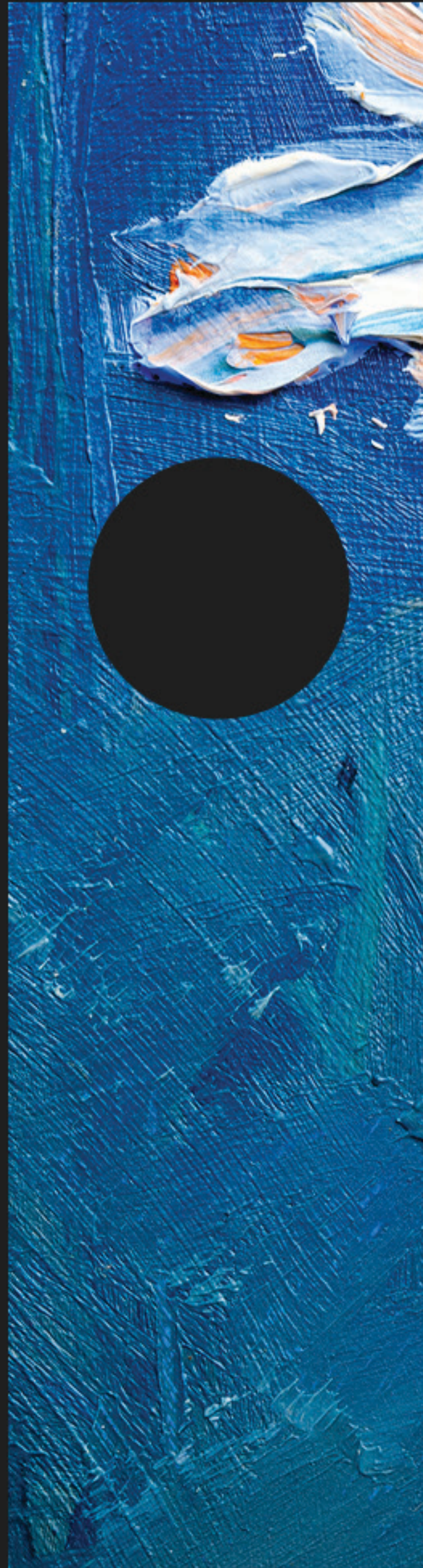
Lyman Allyn





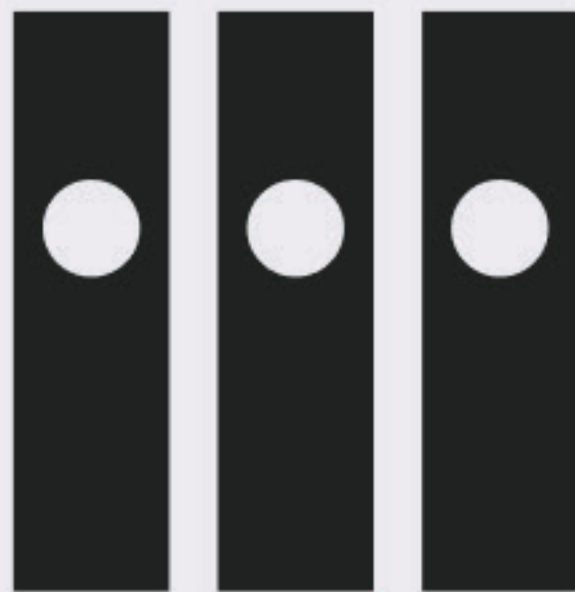
NEW EXHIBIT COMING SOON

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](#)





06.

PARK BRAND APPLICATIONS



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

OCT. 2025 NEW LONDON

PARK







 Lyman
Allyn
Park

LYMAN
ALLYN
MUSEUM



PARKING LOT



FILTRATION POND



SCULPTURE GARDEN



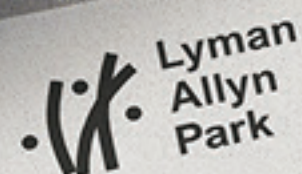
MEMORIAL GARDEN



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

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



WELCOME

LOW
ON | NEW LONDON | 10.2025 •  • Lyman Allyn

•  • Lyman Allyn

10.2025 •  • Lyman Allyn Park | COMING SOON

LYNN
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, organic lines in two shades of green: a vibrant teal and a slightly darker, more saturated green. These lines sweep across the frame in various directions, some curving around the letters and others intersecting them, creating a sense of movement and depth. The overall composition is modern and artistic.



Lyman Allyn Park | HARRIET'S VISION SINCE 1927

YOUR PASS



№000000001

№000000001



YOUR PASS



www.lymanallyn.org/404



404

PARK
NOT
FOUND



