



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 and the three notable circular medallions 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 a bold title case font reflects the brand's history and impact in the New London community.





NEW EXHIBIT
COMING SOON

06.13.2025
3:00PM

Lyman
Allyn



NEW EXHIBIT
COMING SOON

06.13.2025
3:00PM

Lyman
Allyn





SPECIAL EXHIBITION

Lyman Allyn Museum, 625 Williams St., New London

Lyman Allyn



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06.13 2025

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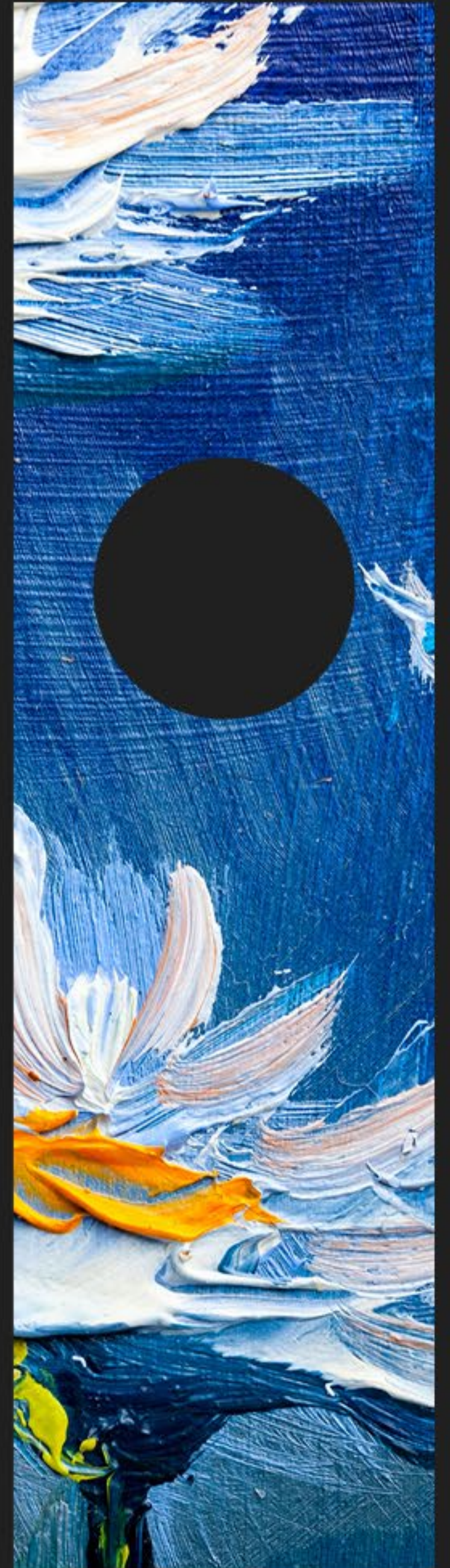
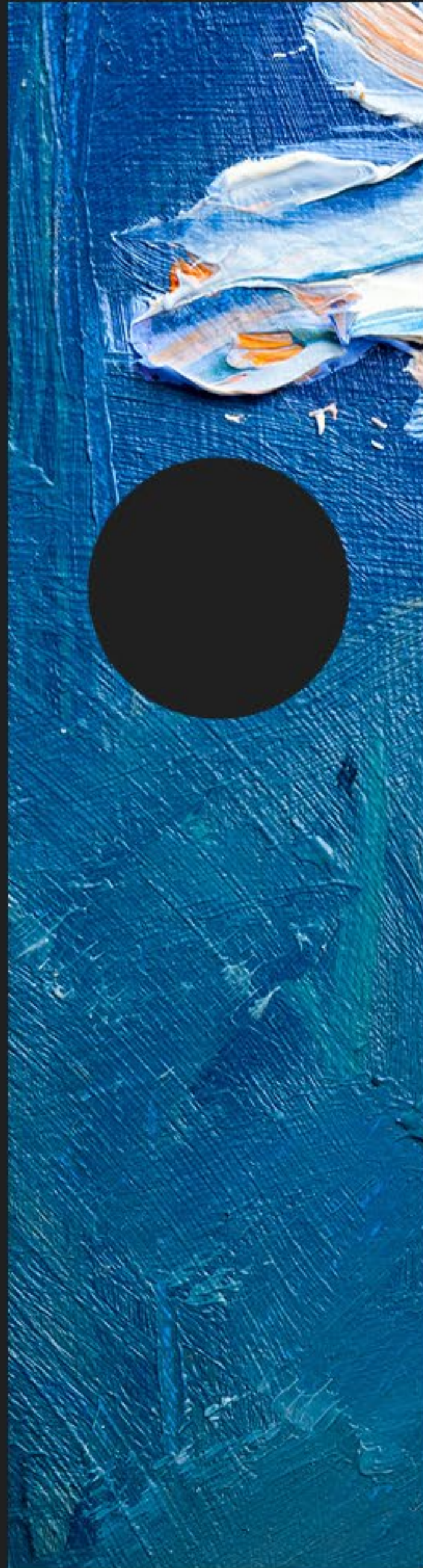
Lyman Allyn

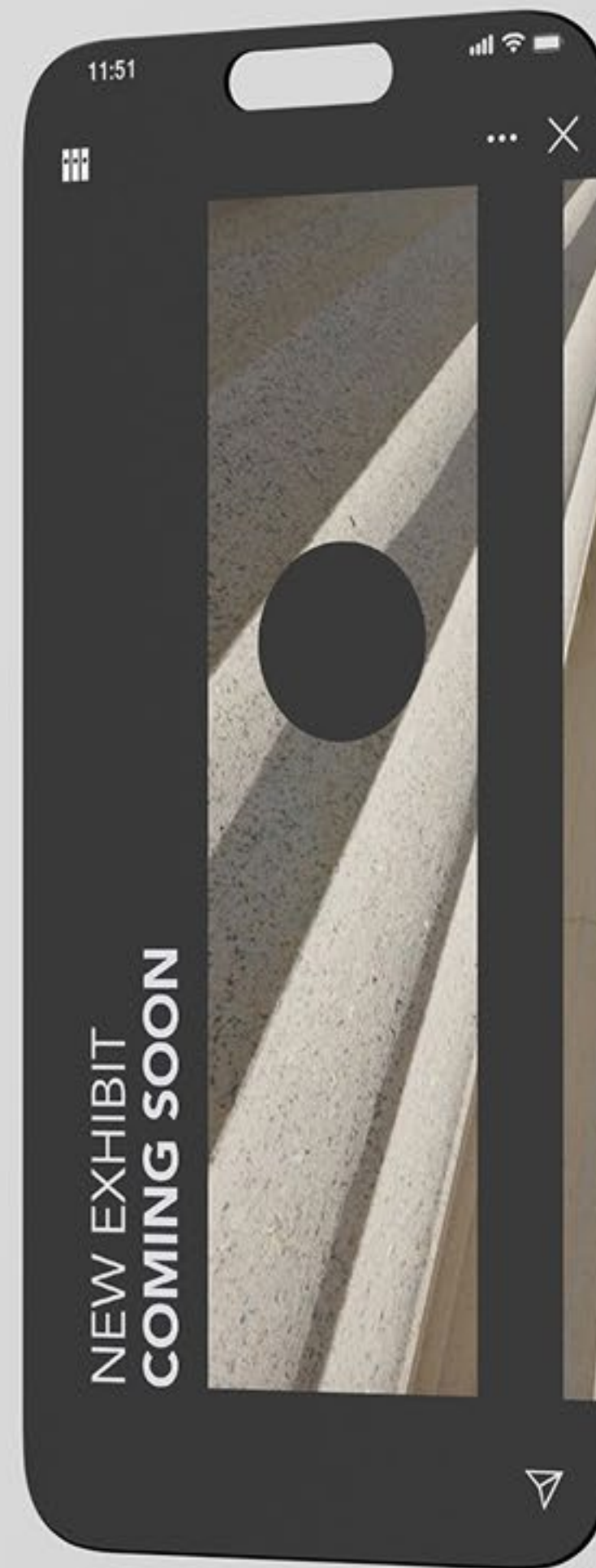
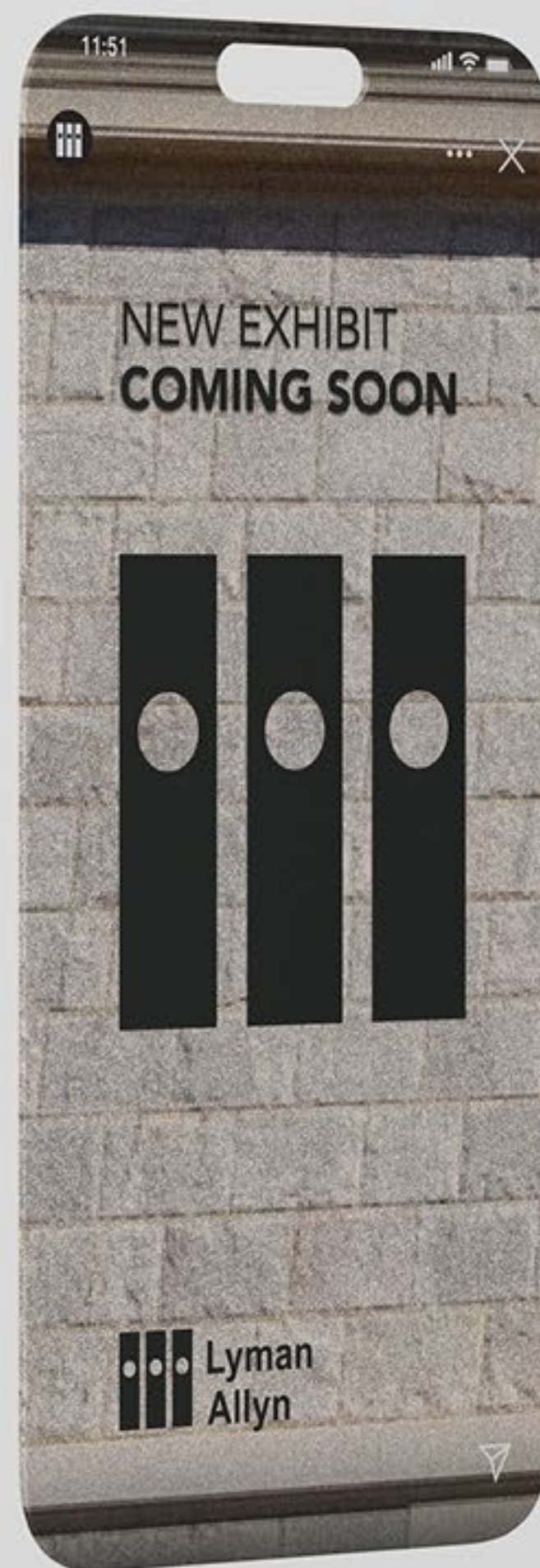




NEW EXHIBIT COMING SOON

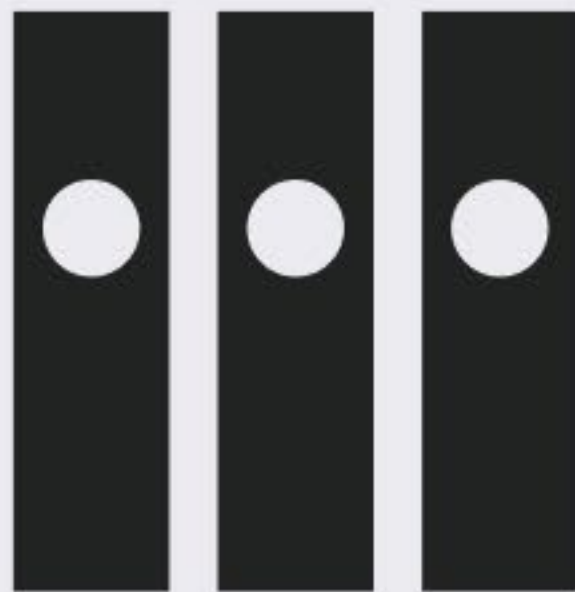
06.13.2025
3:00PM







Lyman Alllyn



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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 a bold title case font echoes the brand's history and parent brand's long-standing impact.

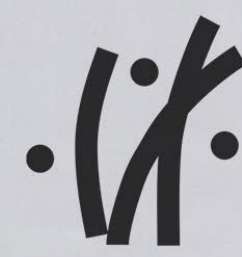




OCT. 2025 NEW LONDON

OCT. 2025 NEW LONDON

WELCOME
TO OUR
PARK

 Lyman
Allyn
Park

LYMAN
ALLYN
MUSEUM



PARKING LOT



FILTRATION POND



SCULPTURE GARDEN

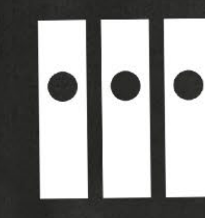


MEMORIAL GARDEN



OPEN AIR THEATER



 Lyman
Allyn

OCT. 2025 NEW LONDON

PARK





9:41



lyman_allyn



lyman_allyn ✨ A new chapter begins. ✨

On May 31st, during our unforgettable Art In Motion Gala, we proudly unveiled the new logo for the Lyman Allyn Park, a bold reflection of our





 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**

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**06.13.2025
3:00PM**



Lyman
Allyn
Park



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



