

## THE BACKGROUND

When the iconic Lyman Allyn Museum approached us, they asked us to help them fulfill Harriet Upson Allyn's original vision - the creation of a museum and public park that could be enjoyed by the entire New London community. While the museum has flourished for decades since Harriet's original bequest, the park had not yet been realized. In late 2024, the Lyman Allyn team broke ground on the project to fulfill this remaining piece of Harriet's vision.

Lyman Allyn Park aimed to produce a dramatic change in the landscape of New London by creating a 12-acre, freely accessible urban park that would serve as a cultural and educational resource for the City of New London and the surrounding region. This soon-to-be new and improved Lyman Allyn Museum property now needed a powerful voice.

## THE CHALLENGE

We were tasked with the creation and promotion of the museum's new identity. They were no longer just a museum, they were on the verge of becoming a hub for a variety of arts, cultural, ecological, and recreational activities. So the first step was simplifying the name. Lyman Allyn Museum became *Lyman Allyn*. This change broadened the scope of what the institution has to offer and allows it to grow with its constantly evolving services. With this new name came a refresh to their longstanding logo. The goal was to modernize without losing the history and meaning of the original mark.

It wasn't enough, however, to simply refresh the parent brand. The institution now had a significant addition on the way that required its own voice - one that felt connected but visually distinct from the new parent brand. A new logo mark was designed. The icon references the visual language of the parent brand, but transforms the elements into a softer, more organic, representation of nature.

## THE RESULTS

This bold new reflection of their evolving story was unveiled with a brand reveal video at their annual fundraising gala and continues to be gradually rolled out on social media alongside construction updates in anticipation for the 2026 grand opening of Lyman Allyn Park.