

For Immediate Release

January 3, 2023



Media Contact:

Jessica Emonds

Communications and Marketing Director

jemons@hplct.org

(c) 860-559-4873

**HARTFORD PUBLIC LIBRARY CELEBRATES 250 YEARS WITH THE LAUNCH OF A
NEW BRAND AND LOGO**

The new brand launch is just the first in a year of festivities to celebrate HPL's 250th year.

HARTFORD, Conn. — On Wednesday, January 3, Hartford Public Library (HPL) launched its 250th anniversary celebrations with a reveal of a new brand and logo at HPL's Center for Contemporary Culture. The launch event — led by HPL President and CEO Bridget E. Quinn and recently sworn-in Hartford Mayor Arunan Arulampalam — offered attendees the "first look" of the new primary brand as well as an anniversary brand that will be used through 2024.

As outlined in this [animated video](#), the new brand is a collection of meaningful icons that represent the services, community, and core values of HPL.

"We are so thrilled to unveil this new brand, bringing a refreshed visual identity to our distinguished institution founded in 1774," said HPL President and CEO Bridget E. Quinn. "This wonderful new brand is inspired by our history but also reflects our community, our values, and the Library's future as we recognize 250 years as one of Hartford's anchor institutions."

"This is a major milestone for a library system that is older than our nation," said Mayor Arulampalam. "Bridget and her staff are continually innovating and expanding the ways in which they serve the residents of our city. It is part of what makes Hartford Public Library the best library system in the country."

Featuring language-neutral visuals, the icons range from the expected (books, conversation bubbles, technology) to the unique (Hartford landmarks and traditions). The icon-based design allows for future iterations of the brand for decades to follow, ensuring that visual perception always reflects the current state of the Library's resources. The primary icon (a variable on the H, letterform) simultaneously honors the library's history as well as the timeless and easily identifiable shape of books.

"It was an honor to be on the team that developed this unique brand system. From the very beginning, we engaged the community the Library serves as well as other partners," said Carissa Decelles, Art Director from Miranda Creative, Inc. — the agency behind the brand development process. "The outcome is a color pallet that reflects pending interior designs, icons that are fresh and accessible as well as applications across all media that are fun and engaging - for all generations and backgrounds."

The brand launch is just the beginning of what is to come throughout the milestone 250th year. HPL has a wide range of programs and activities planned to celebrate this historic milestone and engage the community in the ongoing legacy of HPL. The Library is also launching a dedicated [250th-anniversary website](#) to help the public stay up to date on all of the festivities.

[*Get a More Detailed Look at the New Brand Here*](#)

About Hartford Public Library

Founded as the Library Company in 1774, and over its 250 years, Hartford Public Library has remained at the forefront of redefining the urban library experience in the 21st century. With seven locations throughout the city, the library provides education, intellectual enrichment, and cultural development for thousands of children, youth, and adults every year. Hartford Public Library has also gained local and national recognition for its wide range of new initiatives and partnerships designed to meet the needs of a diverse and dynamic city and region, including immigration services, employment assistance, and youth leadership training.

For more information, visit hplct.org, and follow us on social media ([Facebook](#), [Instagram](#), [YouTube](#), [X \(Twitter\)](#)).

###