



Mystic & Noank LIBRARY

About Our New Logo...

Setting out to create our new identity, we wanted to ensure that the result was something that we felt was true to the Library itself, as well as its history within the community. This custom, timeless, and modern design features many of the elements that make our space unique — including its architectural elements as well as its nautical/shipbuilding references.

It was important to us that this new identity be open and welcoming to all, as we see ourselves as both a library and a community center.

Designed and developed by Carissa Decelles with the locally-based brand management firm, Miranda Creative, and directed by a committee of employees, board members and volunteers from the Library — we are so proud to present our new logo and brand to our community!

Font Choice...

The fonts chosen for our new brand were modern takes on classic fonts - ones that you might see in books throughout the library.

Primary font family: **Galaxie Copernicus** Secondary font family: **Galaxie Polaris**

Color Palette...

Derived from the colors you see throughout the library. The dominant green color directly references the carving above the main entrance (the core icon reference).



Floral influence and triangular shape from carving above main entrance



Map/Compass symbol: Our library is a community space. (also a nautical ref.)



Open book symbol: a more literal library reference

The Icon...

Influences for our new icon were drawn from the many unique features of the library — such as its detailed “Art Nouveau” architectural elements, as well as its nautical/shipbuilding references. The unified shape of the icon mimics the triangular carving that can be seen above the main entrance to the library, making the icon instantly recognizable in shape alone. Finally, The map pin/compass symbol in the center of the icon speaks to the fact that we are a place for people to gather as a community center — a location.