



curio museum design

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BRANDING & IDENTITY

Concept Booklet  
Effingham Public Library  
October 2, 2023

# **Main Design**

official artwork & logo design





# Effingham Public Library

**A COMMUNITY CENTER WITH BOOKS**



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Effingham  
Public  
Library



# **One Color Version**

for engraving, etching, screenprinting



# Effingham Public Library

**A COMMUNITY CENTER WITH BOOKS**

## **Moonlit Version**

a pretty variation | recommended for larger prints







Photo by Karen Payne

## About the Artwork

The design is based on a photograph by Effingham resident Karen Payne.

In her photo, Payne captures the Town Hall-Library from a beautiful perspective and in stunning light and shadow.

I worked to re-create the cupola by very carefully drawing and layering color-blocked shapes, effectively building up architectural features and shadows to create a final design that is both gestural and realistic, a process which took approximately 60 hours!

