

curio museum design

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BRANDING & IDENTITY

Logo Concept Package
New Durham Public Library
October 14, 2021



main logo - vertical



ABOUT THE DESIGN

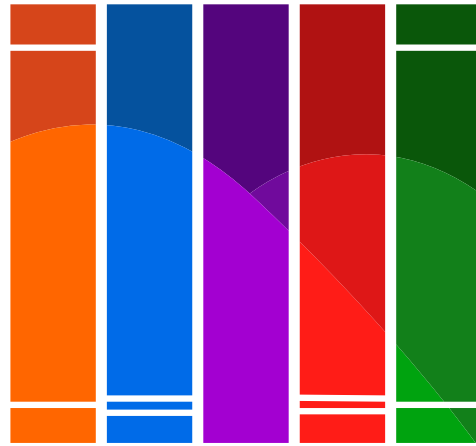
five books, each a vibrant color | a stained glass window overlooking the hills of new durham
cheerful & welcoming | this highly geometric design actually feels like it's lit from behind



vertical logo - alternative text placement



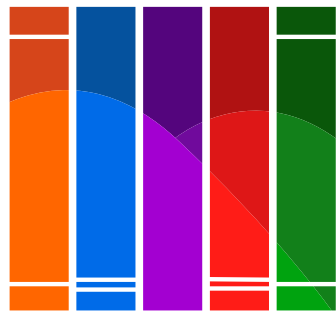
print mockup



NEW DURHAM
PUBLIC LIBRARY

square layout





NEW DURHAM
PUBLIC LIBRARY

horizontal layout



NEW DURHAM
PUBLIC LIBRARY

OVERDRIVE | FACEBOOK

CATALOGS

NEWS & EVENTS

PROGRAMS

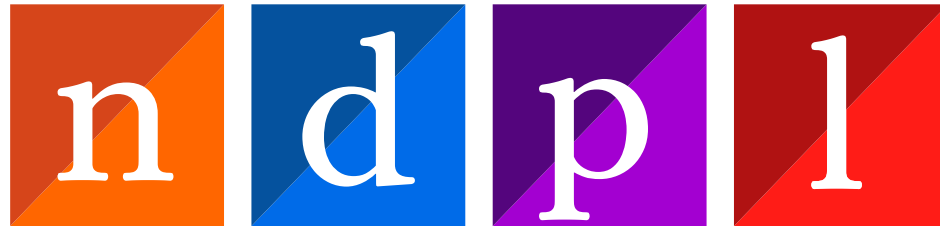
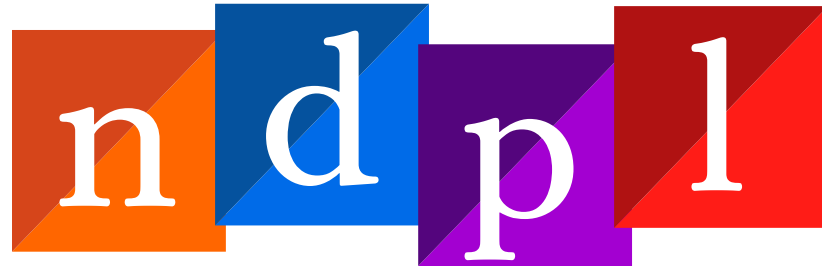
RESOURCES

FRIENDS OF NDPL

CONTACT



simple web mockup



signature NDPL icons

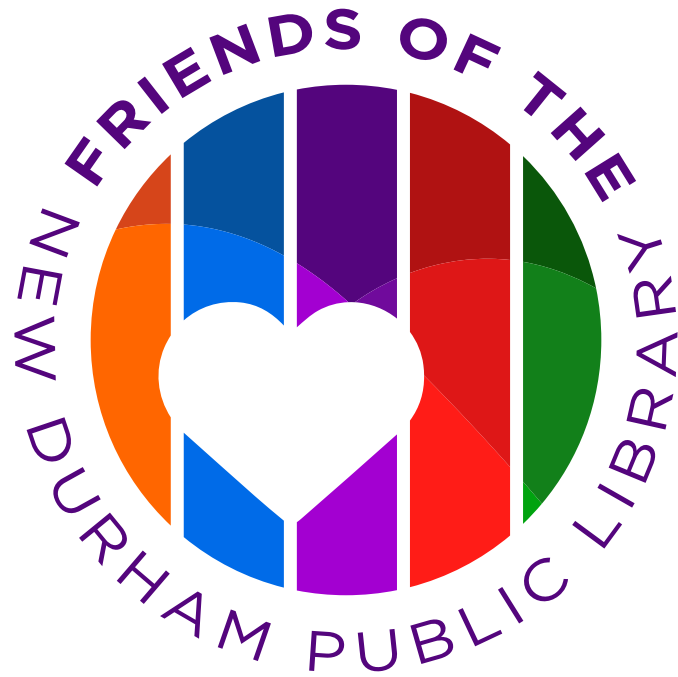


banner mockup



mug concept

something for the friends



friends logo



print mockup



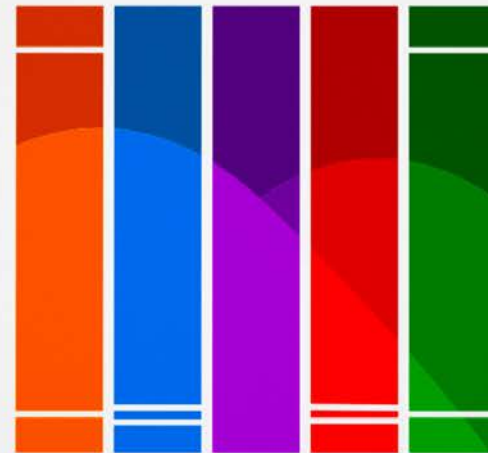
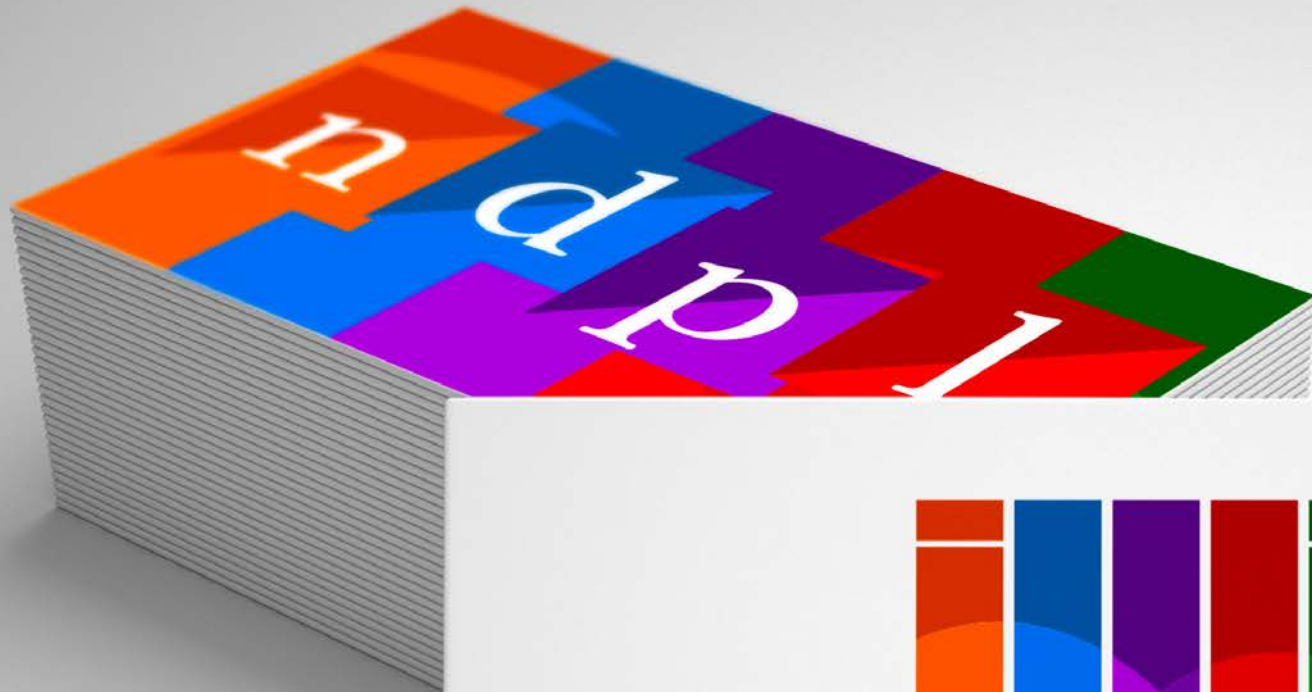
print mockup with perspective



friends mug concept



Prepared for the New Durham Public Library
(and their friends!)
by the Curio Museum



NEW DURHAM
PUBLIC LIBRARY