



curio museum design

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BRANDING & IDENTITY

Concept Booklet

Friends of Minute Man National Park

May 21, 2026



## About the Artwork

The composition of the logo is based on a photograph taken by Joseph McKenna on a bluebird morning in September of 2012 (shown in full to the left with detail below).

In the photo, McKenna has captured the statue from a beautiful perspective and in stunning light and shadow. Mr. McKenna has graciously given us permission to use his photo as reference material for this design.

I worked to re-create the image by carefully layering color-blocked shapes, effectively building up features and shadows to create a final design that is both gestural and realistic.

To call Daniel Chester French's work extraordinary is an understatement, and creating a design from his work was both inspiring and humbling. **My goal was two-fold:** To create a strong graphic that can hold up as a logo, of course, but also to capture Isaac Davis as French envisioned him. This is not a logo of a statue; it is a logo of the Minute Man—the farmer himself—and I hope the design evokes that feeling for you...





# FRIENDS OF MINUTE MAN NATIONAL PARK

## **A note about color!**

While you should choose a main color palette for the website, brand guidelines, and member materials, this design works beautifully in so many color combinations that you will have the option to be a bit adventurous when making event graphics, art prints, and merchandise.

That said, we will start with familiar colors (250th anniversary blues – which work beautifully) and then I will to show several additional looks.

# **v.1 250 Blues**

250th Anniversary Colors





Print Mockup: Horizontal Layout



# FRIENDS OF MINUTE MAN NATIONAL PARK





250  
*American Revolution*  
FRIENDS OF MINUTE MAN NATIONAL PARK

# One-Color & Knockout

Shown in stacked & circle variations



# FRIENDS OF MINUTE MAN NATIONAL PARK

One-Color



# FRIENDS OF MINUTE MAN NATIONAL PARK

Knockout



One-Color



Knockout

FRIENDS OF MINUTE MAN  
NATIONAL PARK



## Mr Eaves

**PRIMARY FONT** : MR EAVES XL SANS HEAVY

Created by award-winning graphic designer Zuzana Licko, Mr Eaves happens to be the sans-serif companion to Mrs Eaves, the font used in FMMNP's 250th design!

I chose Mr Eaves for several reasons. It holds up well with the graphic (bold) without detracting from the design (not visually busy). The beautiful, clean sans-serif has just a few decorative flourishes, making it super versatile and welcoming—perfect for the many facets of Minute Man National Park. And, when formatted into a block of text (like we do in the stacked and horizontal layouts), it also creates its own design element.

The entire Eaves family (which is expansive and includes serif, sans-serif, XL, modern, and narrow variations) is a versatile collection that can be used to create a broad variety of materials. It's charming, literary, and very classy.

**FUN FACT** : Mrs Eaves is a softer, more humanist variation of the classic Baskerville font. It was named after Sarah Eaves, the wife and business partner of 18th century type designer John Baskerville. (Sarah managed the print business after Baskerville's death but was never credited. Licko named the font after Sarah as a tribute to her work.) Mr Eaves—our primary font—is an even softer, more humanist design still. (Humanist type features pleasing, organic proportions and a classical Renaissance aesthetic.)



LMNOP  
QRSTU  
VWXYZ

A full cadre of fonts and colors will be determined in the final branding package, including font suggestions for materials, signage, and web.

## **Color Variations**

**v.2 Gold**





**FRIENDS OF  
MINUTE MAN  
NATIONAL PARK**

PRESERVING THE  
BIRTHPLACE OF THE  
AMERICAN  
REVOLUTION

The billboard features a central illustration of a Minuteman soldier from the American Revolutionary War, wearing a tricorn hat and holding a long rifle. The background of the billboard is a light tan color with a pattern of horizontal lines. The text is rendered in a large, bold, sans-serif font, with the words 'PRESERVING THE', 'BIRTHPLACE OF THE', 'AMERICAN', and 'REVOLUTION' stacked vertically. The billboard is mounted on a dark metal structure above a brick building.

## **v.3 Colonial Blue**





**FRIENDS OF  
MINUTE MAN  
NATIONAL PARK**



FRIENDS OF  
MINUTE MAN  
NATIONAL PARK



## v.4 Plum





**FRIENDS OF  
MINUTE MAN  
NATIONAL PARK**

FRIENDS OF  
MINUTEMAN  
NATIONAL PARK



## v.5 Claret





**FRIENDS OF  
MINUTE MAN  
NATIONAL PARK**



PRESERVING THE  
BIRTHPLACE OF THE  
AMERICAN  
REVOLUTION

A large billboard is mounted on a brick building. The billboard features a stylized illustration of a minuteman soldier in a white uniform and a tricorn hat, holding a long rifle. The background of the billboard is a vibrant red with a white, cloud-like or smoke-like pattern. To the right of the illustration, the text "PRESERVING THE BIRTHPLACE OF THE AMERICAN REVOLUTION" is written in a bold, white, sans-serif font, arranged in four lines. The billboard is supported by a metal structure that extends from the building's roof. The building itself is a multi-story brick structure with several windows, some of which have arched tops. The sky is a clear, light blue.

## v.6 Slate





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MINUTE MAN  
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## **v.7 Art in the Park**

Just for fun! An outrageous combo.







