

FOR IMMEDIATE RELEASE

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A Bold New Look for a Cincinnati Gem

The Lloyd Library & Museum is pleased to announce the launch of a striking new brand identity, marking an exciting step forward in how the institution presents itself to the public while remaining grounded in its long-standing mission. With refreshing and bold visual language, The Lloyd affirms both its history and its future as a place where curiosity takes root and discovery flourishes.

For years, the Lloyd was often described as a “hidden gem.” While well intentioned, the phrase no longer reflects the institution’s transformation. The Lloyd is not meant to be hidden. It is a resource to be seen, used, and shared. The new brand expresses that clarity: a visible, welcoming center for research, exploration, and connection.

Visually, the rebrand draws from the institution’s own history. The Lloyd brothers’ typography provided a foundation that is both historic and strikingly current. From this legacy, a refreshed wordmark and iconography have been developed to reflect continuity and change—past, present, and future in conversation.

The updated color palette introduces bold, fresh tones that mirror the vitality of The Lloyd’s collections. These choices are not decorative; they are intentional. They reflect the richness of botanical study, the depth of historical record, and the energy of ongoing research.

The Lloyd Library & Museum invites the public to experience the new brand and to take part in what comes next. At The Lloyd, knowledge is not static. It grows through research, through conversation, and through every person who walks through its doors.



Knowledge Grows Here.

Located at 917 Plum Street in Cincinnati, Ohio, The Lloyd is open 9 a.m.-4 p.m. Monday through Friday and the third Saturday of the month. For more information or to schedule a visit, contact us at (513) 721-3707 or email contact@lloydlibrary.org.

