



Malish &  
Pagonis

307 Iona Avenue  
Narberth, PA 19072  
malishandpagonis.com  
610.660.9044

## Living Legacy

### Branding

A program of Heritage Philadelphia, Living Legacy is a project funded by the Pew Charitable Trusts and the William Penn Foundation intended to explore alternative models and uses for the sustainability of historic properties.

Malish & Pagonis designed the logotype and letterhead system. Simultaneously, a postcard campaign for a lecture series inspired by a collection of bookmarks from Philadelphia's Centennial Exposition in 1876 was developed. A blend of traditional and nontraditional production methods and design motifs, it echoes the "modern traditionalism" philosophy upon which the program is based.

