

Library Logos & Taglines

Suggestions to consider when designing a logo:

- ☑ Is there some architectural feature in your building or something of local prominence that you can feature?
- ☑ How about bringing in the local art teachers & get kids involved in a contest? There's some great PR/program opportunities here.
- ☑ In contrast, others caution against having a "logo contest," unless your community has a number of graphic artists who are willing to design pro bono. You get what you pay for.
- ☑ Consider asking your local newspaper's print shop to design a logo.
- ☑ Use the logo everywhere: on staff shirts, mousepads, book bags, etc.
- ☑ Hire an advertising firm or graphic designer to work on institutional identity; including logo, library card, and letterhead, as well as a recommended font and internal forms.
- ☑ Make a solid effort to get rid of the old versions of things.
- ☑ Make sure the design you select works well in black and white as well as color, on paper as well as on a computer screen.
- ☑ "Libraries still mean books to most people."
- ☑ Some criteria to give to the designing artist
 1. has to have something to do with books.
 2. simple and clean
 3. fast loading on a web page while still looking good.

- Collected by Christine Perkins, cperkins@burlington.lib.wa.us , 29 January 2003

Selecting a Tagline to Promote the Library

TaglineGuru has released the results of a survey identifying the 100 most influential slogans and 30 most influential jingles introduced since the advent of broadcast television in 1948. "Got Milk?" was voted number one from among more than 300 submitted nominations. The slogan was created for the California Milk Processor Board in 1993.

The survey's goal was to determine which slogans demonstrated a timeless quality. A number of factors tend to influence how much a slogan becomes part of our collective consciousness including:

- * Use of grammar (Nobody doesn't like Sara Lee)
- * Rhythm (The quicker picker-upper)
- * Rhyme (Don't get mad, get GLAD)
- * Inflection (They're gr-r-r-eat!)
- * Metaphor (This is your brain. This is your brain on drugs. Any questions?)
- * Attitude (The few, the proud, the Marines)
- * Ulterior meaning (Nothing comes between me and my Calvins)
- * Positioning (The uncola)

Keep these factors in mind when you need to develop a slogan for a library promotion campaign. For the complete list of slogans and jingles, as well as honorable mentions and noteworthy efforts prior to 1948, visit <http://www.taglineguru.com/survey05.html>

- Marketing Treasures, August 2005

Library Logos & Taglines

Here is a site with web addresses of public libraries arranged by state:



PUBLICLIBRARIES.COM
Public Libraries, Building Blocks of Our Community!

<http://www.publiclibraries.com/>

Abilene Public Library, Texas www.abilenetx.com/apl



Arlington Heights Memorial Library, Illinois





BLOUNT COUNTY PUBLIC LIBRARY

BLOUNT COUNTY PUBLIC LIBRARY



SATISFYING THE "NEED TO KNOW" FOR BLOUNT COUNTY RESIDENTS



Curtis Memorial Library

Connecting the Communities of Brunswick and Harpwell, Maine



Curtis Library
Book Discussion
Groups

Chillicothe Public Library District, Chillicothe, Illinois (no link available)

“Come Grow With Us”

Cleveland Heights - University Heights, Ohio <http://www.heightslibrary.org/index.php>



Cleveland Heights-University Heights Public Library
“Opening Doors, Opening Minds”



Columbus (Ohio) Metropolitan Library <http://www.columbuslibrary.org/>



COLUMBUS
METROPOLITAN LIBRARY
Rated best library in the nation.



At Columbus Metropolitan Library (CML), our mission is "to promote reading and guide learning in the pursuit of information, knowledge, and wisdom."

Delphi Public Library, Indiana www.carlnet.org/dpl

“Your Window to the World”



The mission of the Delphi Public Library is to enhance the quality of life in the community by providing easily accessible materials, services, and programs that inform, educate, and entertain.

Des Plaines Valley Public library District, Illinois <http://www.dpvlib.org/>



Douglas County Libraries, Colorado <http://www.douglascountylibraries.org/>



THE MISSION

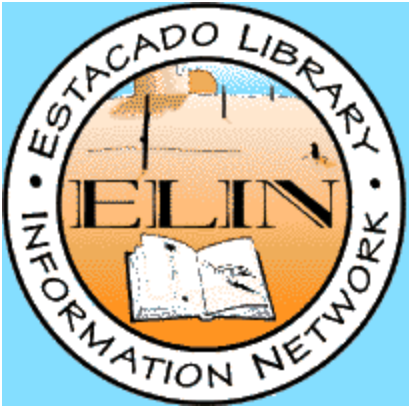
Douglas County Libraries provides resources for learning and leisure to build communities and improve lives in Douglas County.

THE VISION

Douglas County Libraries is a source of community pride and lifelong learning. Knowledgeable and friendly staff provide access to intellectual capital, showcase art and culture, and highlight local history through evolving collections and programs. Douglas County Libraries is a good steward of public funds.



Estacado Library Information Network, New Mexico <http://www.elin.lib.nm.us/>



Fargo Public Library, North Dakota <http://www.cityoffargo.com/CityInfo/Departments/Library/>



The Vision

The Fargo Public Library will be a vital center of knowledge for all the people of Fargo. We will be a leader in traditional and innovative library services, which reflect the dynamic spirit of our citizens.

The Mission

We provide effective and efficient library services to meet our customers' personal, professional and lifelong learning needs.

Cumberland County PL, Fayetteville, North Carolina www.cumberland.lib.nc.us

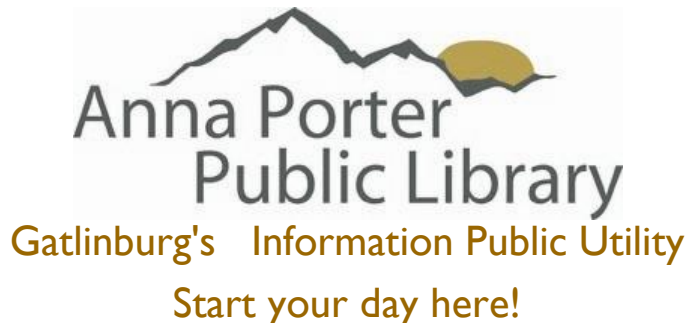
Vision Statement:

The Very Best Place to Start for Learning and Discovery

Mission Statement:

The mission of the Cumberland County Public Library & Information Center is to educate, enlighten, and entertain our customers by providing the best in reading, information, and programs.

Anna Porter Public Library, Gatlinburg, Tennessee <http://annaporterpl.org/>



Gatlinburg's only web site devoted to all things Gatlinburg

**New Anna Porter Public Library Building
to be built at the Gatlinburg Community Center**

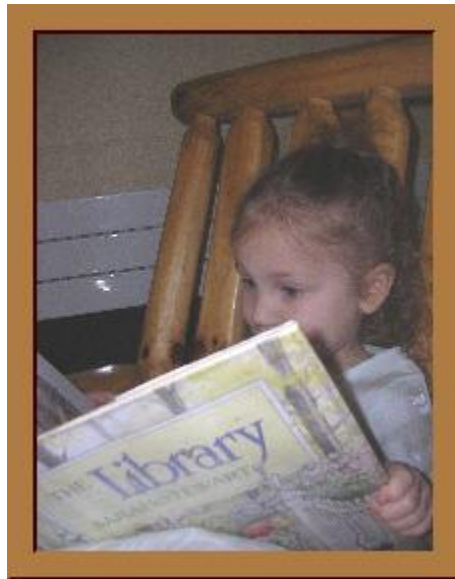


Crawford County Library, Grayling, Michigan <http://www.crawfordco.lib.mi.us/>



The Mission of the Crawford County Library System is to be a resource and facilitator for intellectual and cultural growth and life long learning for all patrons.

**Curl up with a great Book
at your Crawford County Library**





GREENWICH LIBRARY

101 WEST PUTNAM AVENUE • GREENWICH, CT 06830-5387 U.S.A. • 203.622.7900

MISSION

The mission of the Greenwich Library System is to provide free and convenient access to information and to promote the love of reading and research, the joy of lifelong learning and engagement with the arts, sciences and humanities.

Hancock County Public Library, Tennessee <http://www.discoveret.org/hcpl/>



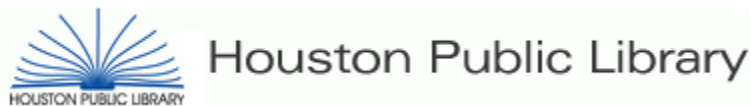
Harris County Public Library, Texas <http://www.hcpl.net/index.htm>



Hennepin County Library <http://www.hclib.org/>



Houston Public Library, Texas <http://www.houstonlibrary.org/>



Houston Public Library, the community's place for:

- Learning, fun and adventure
- Access to innovative technology
- Creative solutions to information needs
- Service excellence

empowering personal and professional growth.

Huntsville-Madison County Public Library, Alabama <http://hpl.lib.al.us/>



Tompkins County Public Library, Ithaca, New York <http://www.tcpl.org>

“Navigating a Sea of Resources”



Kingsport Public Library, Tennessee <http://www.kingsportlibrary.org/>



Kingsport Public
LIBRARY
400 Broad Street - Kingsport, Tennessee
423-229-9465



*Touching Lives...
Meeting Needs*

Lake Villa District Library, Lake Villa, Illinois www.lvdl.org



Mission Statement:

The Lake Villa District Library is a welcoming environment where people connect with books and other resources for lifelong learning, information, and leisure to enrich the quality of life.

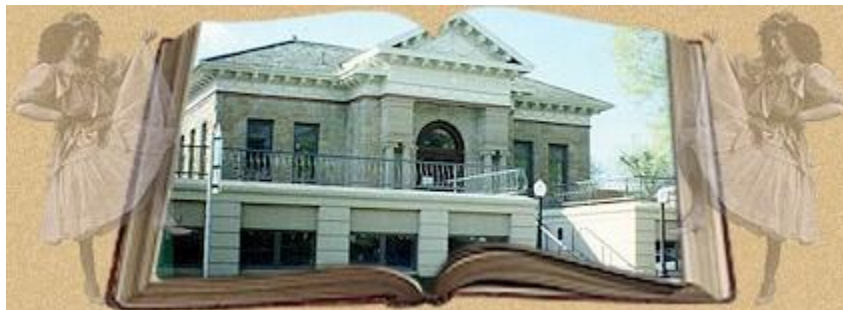
Lawrenceberg Public Library District, Indiana <http://www.lpld.lib.in.us/>



A library is a window to the past
and a pathway to the future.
— Sharyn McCrumb

Lawrenceburg Public Library District

Lewistown Public Library, Lewiston, Montana www.lewistownlibrary.org



Lewistown Public Library

Louisville Free Public Library, Kentucky <http://www.lfpl.org/>



Memphis Public Library & Information Center <http://www.memphislibrary.org/>



Minneapolis Public Library <http://www.mpls.lib.mn.us/>



Minneapolis Public Library



Morristown-Hamblen Library, Tennessee <http://www.discoveret.org/mhlib/index.htm>



Nashville Public Library <http://www.library.nashville.org/index.asp>



New Lenox Public Library, Illinois <http://www.newlenoxlibrary.org/>



New Lenox Donor Tree Fundraising Campaign



Copper Leaf (\$100) Brass Leaf (\$250) Acorn (\$500) Foundation Stone (\$1000)

The library is for everyone in New Lenox. It touches so many lives, serving the youngest to the wisest in our community. Your financial support of the new library, in the form of the donor tree, will be a testament of your community spirit for generations to come.

Oshkosh Public Library, Wisconsin <http://www.oshkoshpubliclibrary.org/>



Oshkosh Public Library
"Connecting People with Information"

Summer Hours:
Mon. - Thurs. 9 am - 9 pm
Fri. 9 am - 6 pm
Sat. 9 am - 1 pm
Sun. Closed

Paterson Free Public Library, New Jersey <http://www.patersonpl.org/>



New Jersey's first public library,
opens doors to ideas, discovery, knowledge and experience
to help people realize their dreams.
Established in 1885. Come dream with us.

Free Library of Philadelphia, Philadelphia, Pennsylvania <http://www.library.phila.gov/>



**Welcome. This Web site enables you to exercise
your freedom to be informed. Use it often.**

Maricopa County Library District, Phoenix <http://www.mclidaz.org/>



Pierce County Library, Tacoma, Washington <http://www.pcl.lib.wa.us/>

Information Imagination



Pierce County Library System



Pierce County Library System

INFORMATION © IMAGINATION ©

Pigeon Forge Public Library, Tennessee <http://www.pfpl.net/>



Pigeon Forge Public Library
INFORMING, EDUCATING, ENTERTAINING & ENRICHING LIVES
IN THE PIGEON FORGE COMMUNITY!

Plainfield Public Library, Indiana <http://www.plainfield.lib.in.us/fol.htm>



Eccles-Lesher Memorial Library, Rimersburg, Pennsylvania <http://www.eccles-lesher.org/>



A Wealth of Information at Your Fingertips

Rocky River Public Library, Ohio <http://www.rrpl.org/>



Rocky River Public Library & Ceramic Pottery Museum



Roswell Public Library, New Mexico <http://www.roswellpubliclibrary.org/>



St. Louis County Library, St. Louis, Missouri www.slcl.org

“Information, Recreation, Education”

The mission of St. Louis County Library is to support and enhance the community by providing free and equal access to ideas, information, and opportunities for lifelong learning.

Check us out! We're on myspace.com!

<http://www.myspace.com/slclibrary>







Ocean County Library
Connecting People... Building Community

MAKE US
YOUR
HOME



Library Friends http://www.oceancountylibrary.org/Friends/friends_intro.htm



Like putting pieces of a picture together to complete a whole picture...

Friends are one of the building blocks of Ocean County Library System.



Weld Library District, Greeley, Colorado <http://www.mylibrary.us/>



