**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

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**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 that 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](http://www.taglineguru.com/survey05.html)

  - Marketing Treasures, August 2005
Here is a site with web addresses of public libraries arranged by state:

http://www.publiclibraries.com/

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

Arlington Heights Memorial Library, Illinois

ARLINGTON HEIGHTS MEMORIAL LIBRARY
Providing Information, Reading Enjoyment and a Sense of Community
Satisfying the "Need to Know" for Blount County residents

Curtis Memorial Library, Brunswick, Maine  http://www.curtislibrary.com/

Curtis Memorial Library
Connecting the Communities of Brunswick and Harpswell, 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/

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.

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/](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.

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Cumberland County PL, Fayetteville, North Carolina  
[www.cumberland.lib.nc.us](http://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.

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Anna Porter Public Library, Gatlinburg, Tennessee  

Gatlinburg's Information Public Utility
Start your day here!

**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
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.*
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
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/

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

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/

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.
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.


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

Maricopa County Library District, Phoenix  http://www.mcldaz.org/

Pierce County Library, Tacoma, Washington  http://www.pcl.lib.wa.us/
Pigeon Forge Public Library, Tennessee  http://www.pfpl.net/  

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


A Wealth of Information at Your Fingertips
Rocky River Public Library, Ohio  http://www.rrpl.org/

Welcome to Rocky River Public Library

For a little library we do a lot.

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

FRIENDS
St. Louis County Library
Ocean County Library, Toms River, New Jersey  http://www.oceancountylibrary.org/

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/