

## Our Library Logo

Library Director Beth Booth Poor, fellow librarian Jason Hatton and I met on May 1 with the Advanced Graphic Design class from Ivy Tech and instructor David Williams to discuss a logo for the library – why we wanted one, what we wanted the logo to represent and more. The students took up the challenge and in a few months the library had a new logo!

The whole process of designing a logo was fascinating and David Williams does a super job with his students. Each student put time and thought into their designs along with the skills they learned in their class.

Our logo, designed by Perla Mateo-Lujan, is fantastic! I liked it the first time I saw it in its rough stages; it put a smile on my face!

We wanted a logo to identify us, to “brand” us. As Perla wrote in an email, “I knew the logo had to be very iconic, symbolic and graphic. It had to be simple in order for the public to instantly recognize it...”

Today libraries carry many items in addition to books. Yet, I was glad to see a book play such a prominent role in Perla’s design. Her logo incorporates the phrase lifelong learning which is part of our tag line – “Providing resources for lifelong learning and enjoyment.” The small abstract person in our logo, according to Perla “is a representation of knowledge. The knowledge and growth that can come out of reading, of lifelong learning.”

You will be seeing a lot of our logo and we are very proud of it and of Perla’s work. Perla also won a logo competition for the Bloomington Entertainment and Arts District and the winning poster/artwork for the Children, Inc. Design Home ’08 fundraiser. Perla finishes up her two-year Ivy Tech degree this summer. Then it is off to St. Mary of the Woods College for her last two years and a degree in Visual Communications.

We think our logo is vibrant and exciting—just like us! Recently your library has been offering lots of programs and classes for all ages. We are reaching out to specific sectors in the community such as businesses and non-profits. We continue to purchase books and other materials to maintain an up-to-date collection for our patrons. You can visit us today at [www.barth.lib.in.us](http://www.barth.lib.in.us) - when you do our brand new logo will greet you and put a smile on your face!

*Mary Clare Speckner is a Reference Librarian at Bartholomew County Public Library*