



THE CITY OF SAN DIEGO

San Diego Public Library

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THE SAN DIEGO PUBLIC LIBRARY TURNS THE PAGE TO ITS NEXT CHAPTER WITH A FRESH LOOK AND NEW LOGO

New Identity Better Reflects the Future of the Library

SAN DIEGO – The San Diego Public Library (SDPL) is proud to announce the launch of its new logo and rebranding effort that is designed to better reflect the new direction that the Library is headed to meet the future needs of the community. This launch coincides with National Library Week (April 14 – 20) and honors this year’s theme of *Communities matter @ your library*.

The Library is retiring its old logo, which has been in use since the 1980’s. That logo was designed in the era of Ronald Reagan, disco dancing, and the Cosby Show. While it served the library well for many years, it has outlived its time.



The new logo calls to mind many things, including the new Central Library’s iconic dome, which is already a prominent feature on the City’s skyline and is quickly becoming a symbol for San Diego and its new libraries. The teal color reflects San Diego’s ocean waves and the orange reflects the area’s vivid sunsets and sun-drenched hills. The logo suggests hands joining together, echoing the Library’s connection to the community and the branches and Central Library’s connection to each other. The new tagline, “Discover Your Next Chapter,” affirms the Library’s commitment to literacy and encourages customers to use their Library to explore their interests and discover their own next chapter.



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The theme of the campaign is:



The process of designing the new logo and rebranding effort began over a year ago as a collaboration between the San Diego Public Library and a graphics design class at San Diego State University (SDSU). Under the guidance of their professor who is a graphic design professional, the SDSU students created logo designs for the new Central Library. The Library was impressed with the fresh look of several of the logos and thought selected ones might work as logos for the Library system as a whole. Five of the designs were taken forward for SDPL staff to consider and vote on at last year's Staff Development Day. From that process, a clear winner emerged and the new tagline, "Discover Your Next Chapter," was selected from a staff exercise. The Library's Rebranding Team, which included representatives from both Central and Branches, worked with

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the SDSU students to finalize the design and create applications including new library cards, flyer templates, staff shirts, and other library branded items for distribution during the Summer Reading Program and possible future sales at the new Central Library Gift Store.

“SDPL is at a pivotal point in its history. We are poised to open a new state-of-the-art Central Library later this summer,” said Library Director Deborah Barrow. “The move to this new building will not just be a move for the Central Library. It also represents a rebirth for the entire San Diego Public Library system. SDPL’s new logo and rebranding effort reflects this new mindset. It has been exciting to witness the level of energy from staff regarding this creative process.”

Five new branded library cards in various colors will be offered to library users beginning April 15. By popular request, these new cards will also have a small keychain version of the card for extra convenience. For a \$2.00 replacement cost for adults and \$1.00 for juveniles, users can replace their existing cards.



For more information related to our new identity visit the Library at www.sandiegolibrary.org. On SDPL’s website you can search for materials in the Library’s online catalog, find links to numerous additional resources, and learn more about services, programs, and events at the San Diego Public Library’s Central Library and 35 branch libraries.

Inspiring lifelong learning through connections to knowledge and each other.

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