The Seattle Public Library

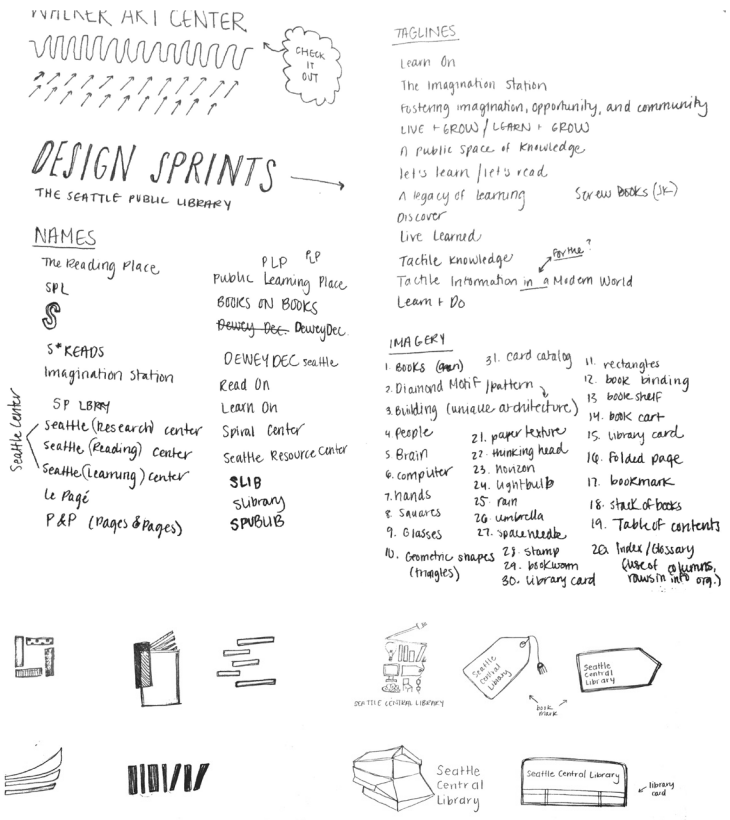
The Old Logo

While the Seattle Public Library's current logo has worked well, there are several areas where it could be improved:

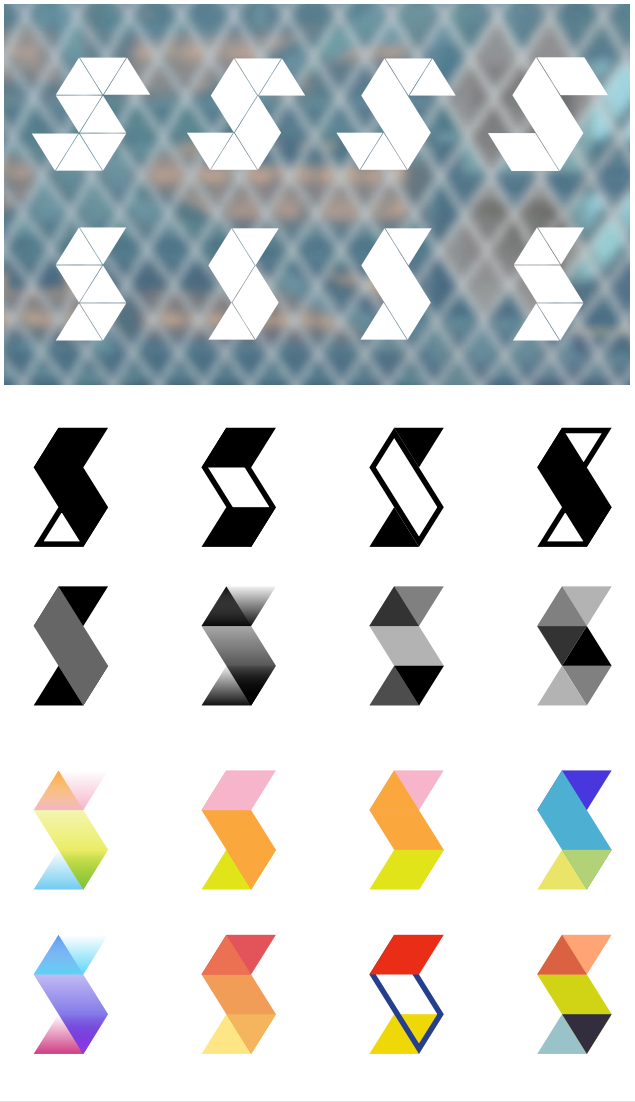
- The current look of the logo is outdated- its simple color palette and old-style serif typeface do not reflect the Library's innovative outlook and forward-thinking goals
- The current feel of the logo is static- there is little variability within the logo which does not reflect the Library's ability to provide information in a variety of media relevant to not only today's generation, but also past and future generations

Inspiration

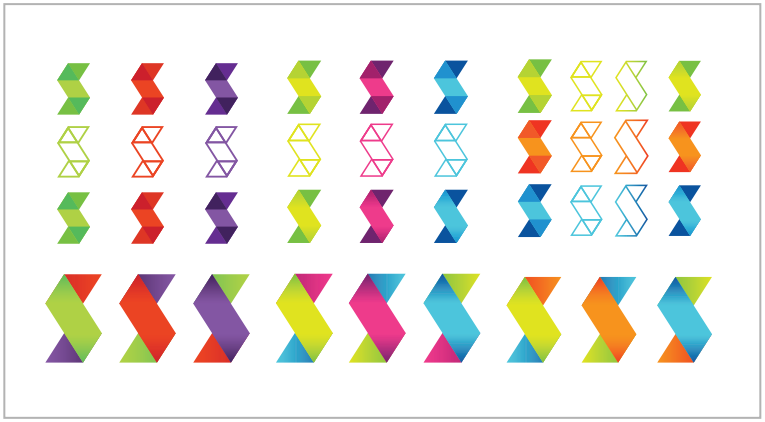
Initial Brainstorming + Sketches


DESIGN SPRINTS
THE SEATTLE PUBLIC LIBRARY
NAMES
The Reading Place
SPL
S*READS
Imagination Station
SP LIBRY
Seattle (Research) center
Seattle (Reading) center
Seattle (Learning) center
Le Pagé
P&P (Pages & Pages)
PLP Public Learning Place
BOOKS ON BOOKS
DEWEYDEC seattle
Read On
Learn On
Spiral Center
Seattle Resource Center
SLIB
slibrary
SPUBLIB
TAGLINES
Learn On
The Imagination Station
Fostering imagination, opportunity, and community
LIVE + GROW / LEARN + GROW
A public space of knowledge
let's learn / let's read
A legacy of learning
Discover
Live Learned
Tactile Knowledge
Tactile Information in a Modern World
Learn + Do
IMAGERY
1. Books
2. Diamond Motif / pattern
3. Building (unique architecture)
4. people
5. Brain
6. computer
7. hands
8. Squares
9. Glasses
10. Geometric shapes (triangles)
31. card catalog
21. paper texture
22. thinking head
23. Horizon
24. Lightbulb
25. rain
26. umbrella
27. space needle
28. stamp
29. bookworm
30. Library card
11. rectangles
12. book binding
13. book shelf
14. book cart
15. library card
16. Folded page
17. bookmark
18. stack of books
19. Table of contents
20. Index / Glossary
Seattle Central Library
Seattle Central Library
Seattle Central Library

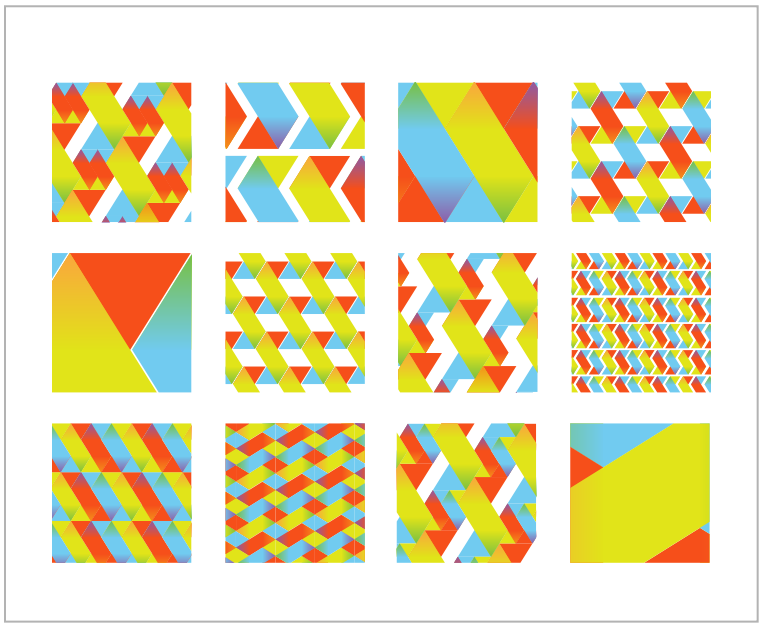
Logo Development



Color Exploration



Pattern Exploration



SEATTLE PUBLIC LIBRARY

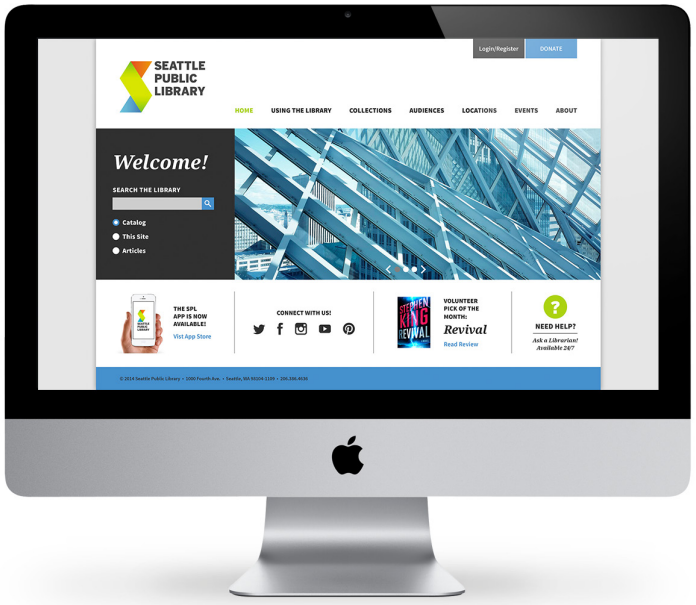
The New Logo

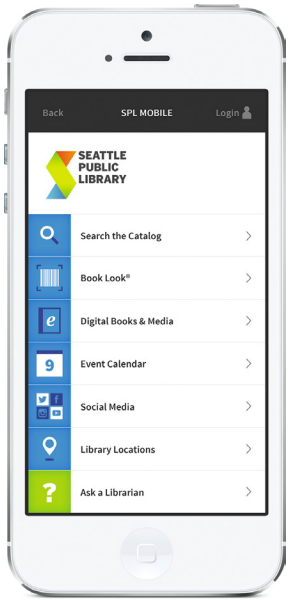
The final logo abstractly represents the Seattle Public Library's mission of bringing "people, information, and ideas together to enrich lives and build community." People are represented by orange at the top of the S. Ideas are represented by blue at the bottom of the S. Information is represented by green at the spine of the S, acting as the connecting point of people and ideas. The use of gradients suggest continuums for all three components:

People: the Library welcomes people of all ages and backgrounds

Information: the Library provides information and resources in old and new formats to cater to diverse audiences and the changing world of information delivery

Ideas: the Library supports learning, whether it be a child getting lost in a land of fantasy or an adult conducting research for a new innovative idea





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ABOUT THE LIBRARY

MISSION
The Seattle Public Library brings together people, information, and ideas to enrich lives and build community.
VISION FOR SEATTLE
A city where inspiration and opportunity thrive
SEATTLE PUBLIC LIBRARY
VALUE PROPOSITION
Seattle Public Library provides a civic focal point and resource hub for Seattle and its many communities.
TARGET AUDIENCE