

Recommendation from the Sub-Committee to the Commission regarding the Rebranding Logo 8/3/2022

1. After correspondence between State Librarian Jennie Stapp and Department of Administration Director Giles, the Department of Administration asserted that the Government rebranding effort will be driving uniformity in website format across the agencies, not logo consistency.
2. The Sub-committee agreed that the proposed shape and prism **concept** will remain intact and has asked Hoffman York to provide two additional color palettes updating the “prism rays,” which can come from an array of natural colors found in nature across Montana.
3. The Sub-Committee is recommending to the Commission that Hoffman York will, at no additional cost, present **two alternative logos** to the Sub-committee for review. In total, three separate color arrays will be available. If the alternative logos are completed, the Sub-committee intends to place the logo on the agenda for the October Commission meeting and at the latest at the December Commission meeting.

Whereas: The logo does not reflect “library”

Whereas: Any logo that has to be explained is not a good logo

Whereas: The printing costs for a full color logo does not represent good
stewardship of the public’s money

Whereas: The Commissioners voted 4-3 to reject the original logo

Whereas: The new logo is almost identical to the rejected logo with slight
changes in the hues of the original

I vote against the “recycled” logo being presented to us today.