

For immediate release: November 19, 2020

## New logo for Regina Public Library

Regina Public Library is pleased to unveil a new logos package for the library, Dunlop Art Gallery, and RPL Film Theatre.

“This logo tells the story of who we are and the services we provide to our customers and the community,” RPL Board Chair Sean Quinlan said. “It provides a fresh new look for RPL that is in keeping with our current offerings, and the services we expect to deliver into the future.”

The logo was created based on feedback from customers, staff, and the community, and incorporates several symbolic metaphors that can be recognized in the design:

- A large “L” shape, for library;
- Frames that represent the library as a “window” to the world, providing opportunities to discover, learn, and connect;
- A bird’s eye view of a library and its book stacks, with room to wander and browse;
- A curated path through a Dunlop Art Gallery exhibition;
- The winding plot of a film showing at the RPL Film Theatre; and
- Open books, waiting to be read.
- The new logo is part of a brand refresh recently introduced by RPL. The main promise of that brand refresh is to inspire everyone using library resources to discover, learn, and connect. This promise serves as the library’s new tag line and will guide future decision making and actions related to library services.

The new logo is part of a brand refresh recently introduced at RPL. The library will align its work with a new brand promise, which is to inspire everyone to discover, learn, and connect.

RPL signage, including external branch signs, will be updated in the weeks ahead.

Logo asset files accompany this release. Additional formats are available from the RPL Marketing and Communications Unit.

-30-

For more information:

Colleen Hawkesford, Manager, Marketing and Communications

Regina Public Library

(306) 777-6015

[chawkesford@reginalibrary.ca](mailto:chawkesford@reginalibrary.ca)