

# Evanston Public Library

## Brand Identity Concepts — 4th Presentation

October 8, 2024

“A logo is the point of entry to the brand.”

Milton Glaser, designer

CHICAGO  
PUBLIC  
LIBRARY

 **Glenview  
Public Library**

 **SKOKIE  
PUBLIC  
LIBRARY**

 **Winnetka-Northfield  
PUBLIC LIBRARY DISTRICT**

**OAK PARK  
PUBLIC LIBRARY** 

 **cincinnati  
public  
library**

 **MADISON  
PUBLIC  
LIBRARY**

 **MORTON GROVE  
PUBLIC LIBRARY**

Arlington Heights Memorial  
**LIBRARY** 

 **DEERFIELD  
PUBLIC LIBRARY**

 **Park Ridge Public Library**

 **GLENCOE  
PUBLIC  
LIBRARY**

 **Niles-Maine  
District Library**

 **FOREST PARK  
PUBLIC LIBRARY**

 **LINCOLNWOOD  
PUBLIC LIBRARY**

 **BERWYN  
PUBLIC  
LIBRARY**

 **Wilmette  
Public Library**

 **Elmwood Park  
Public Library**  
Peter N. Silvestri Cultural and Learning Center

 **DES PLAINES  
PUBLIC LIBRARY**


 **PHPLD**  
Prospect Heights  
Public Library District

 **Elk Grove Village  
Public Library**

 **River Forest  
Public Library**  
Your journey starts here.

 **WISCONSIN'S  
DIGITAL LIBRARY**

 **RIVER GROVE  
PUBLIC LIBRARY DISTRICT**

 **Maywood  
Public  
Library  
District**

 **MILWAUKEE  
PUBLIC LIBRARY**

 **ST. LOUIS  
PUBLIC  
LIBRARY**

 **CLEVELAND  
PUBLIC  
LIBRARY**

 **LOS ANGELES  
PUBLIC LIBRARY**

 **DETROIT  
PUBLIC  
LIBRARY**

## **Brand Qualities:**

Thoughts, feelings, associations and expectations created by a brand identity.

### **1. Qualities inherent in any successful logo**

- Uniqueness
- Simplicity
- Clarity
- Quality
- Memorability

### **2. Evanston Public Library qualities that are reflected in the logo**

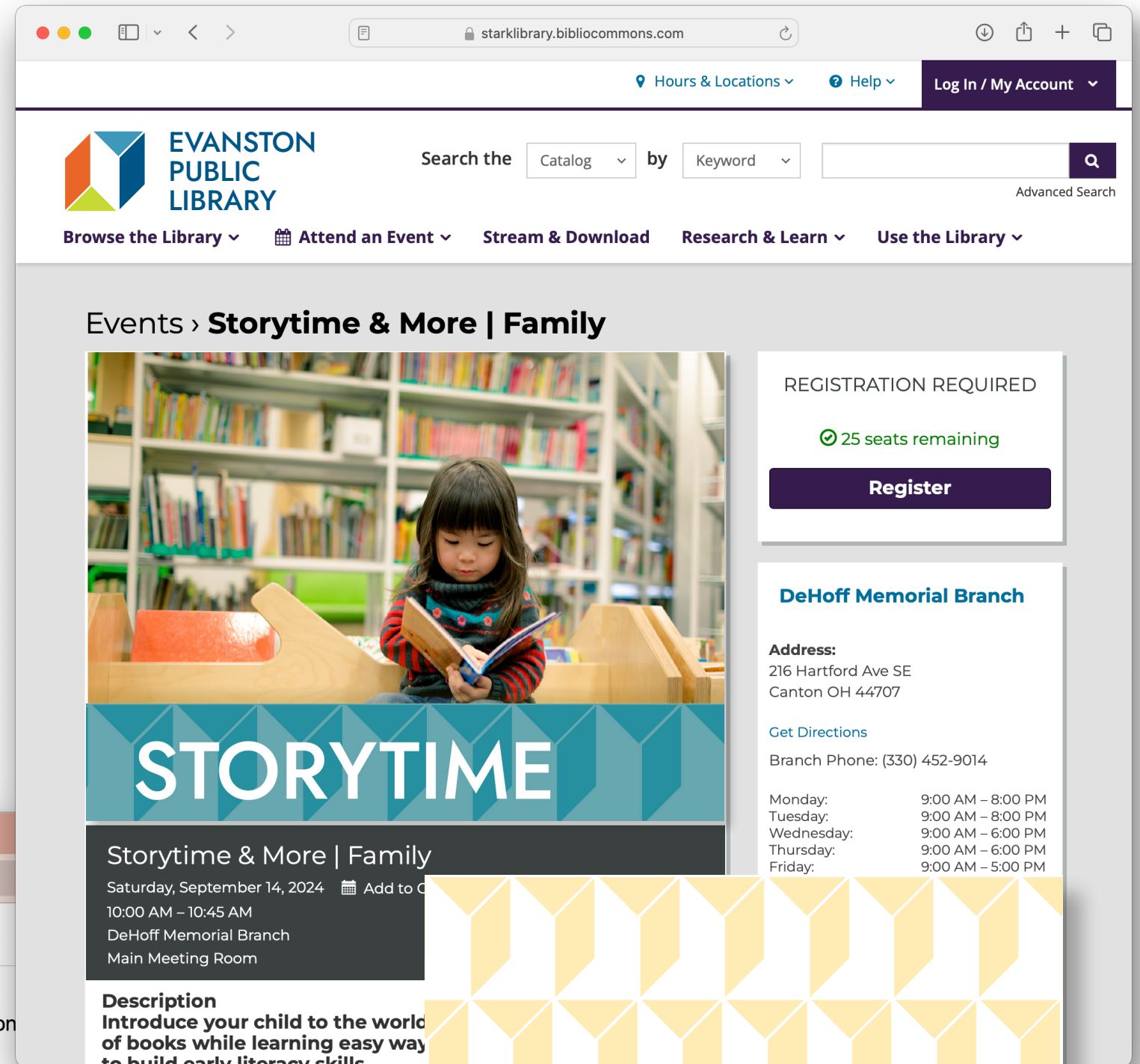
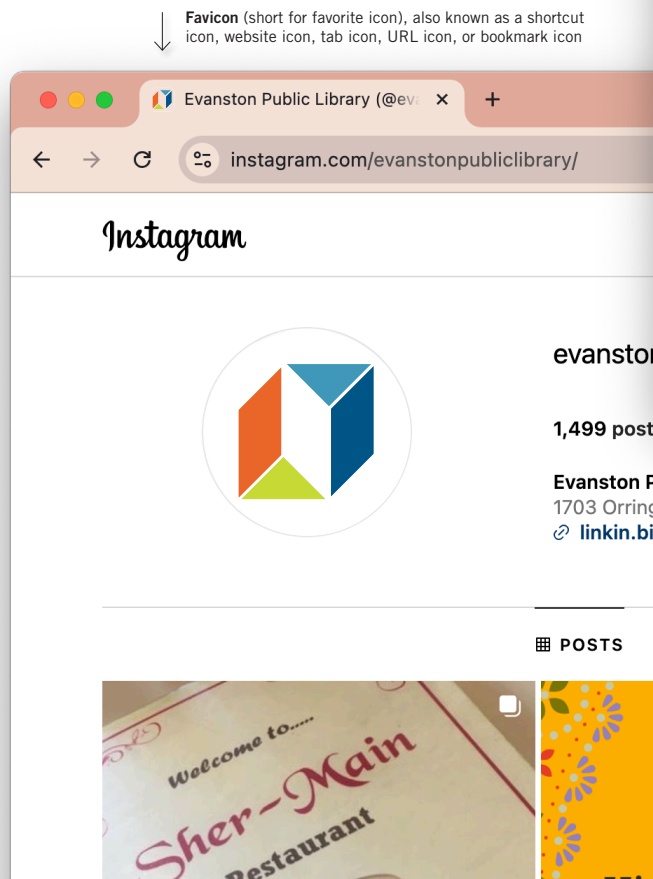
- Evanston
- Community/Public
- Library/Literacy
- Diversity/Inclusion
- Resources/Programs
- Contemporary

### Revised Tangram Open Door Concept

The "Open Door" logo embodies **the heart of Evanston** by representing the Library as an open and welcoming space for all. The simplified structure emphasizes **accessibility** and **inclusion**, aligning with the Library's commitment to being a place that serves everyone, regardless of background or ability. The door symbolizes not just physical access, but also the **opening of minds through literacy, learning, and community engagement**. The vibrant, upbeat colors reflect the Library's dynamic role in the community, highlighting its modern services and programs. This concept underscores the Library's mission to be a **contemporary** resource that fosters a sense of belonging and promotes **diversity and equity** within the Evanston community.



A-2

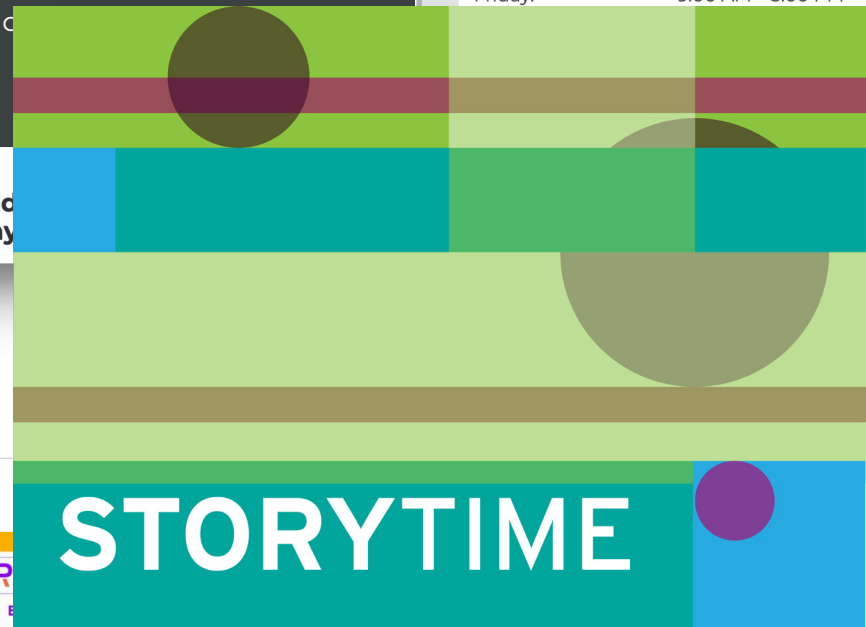
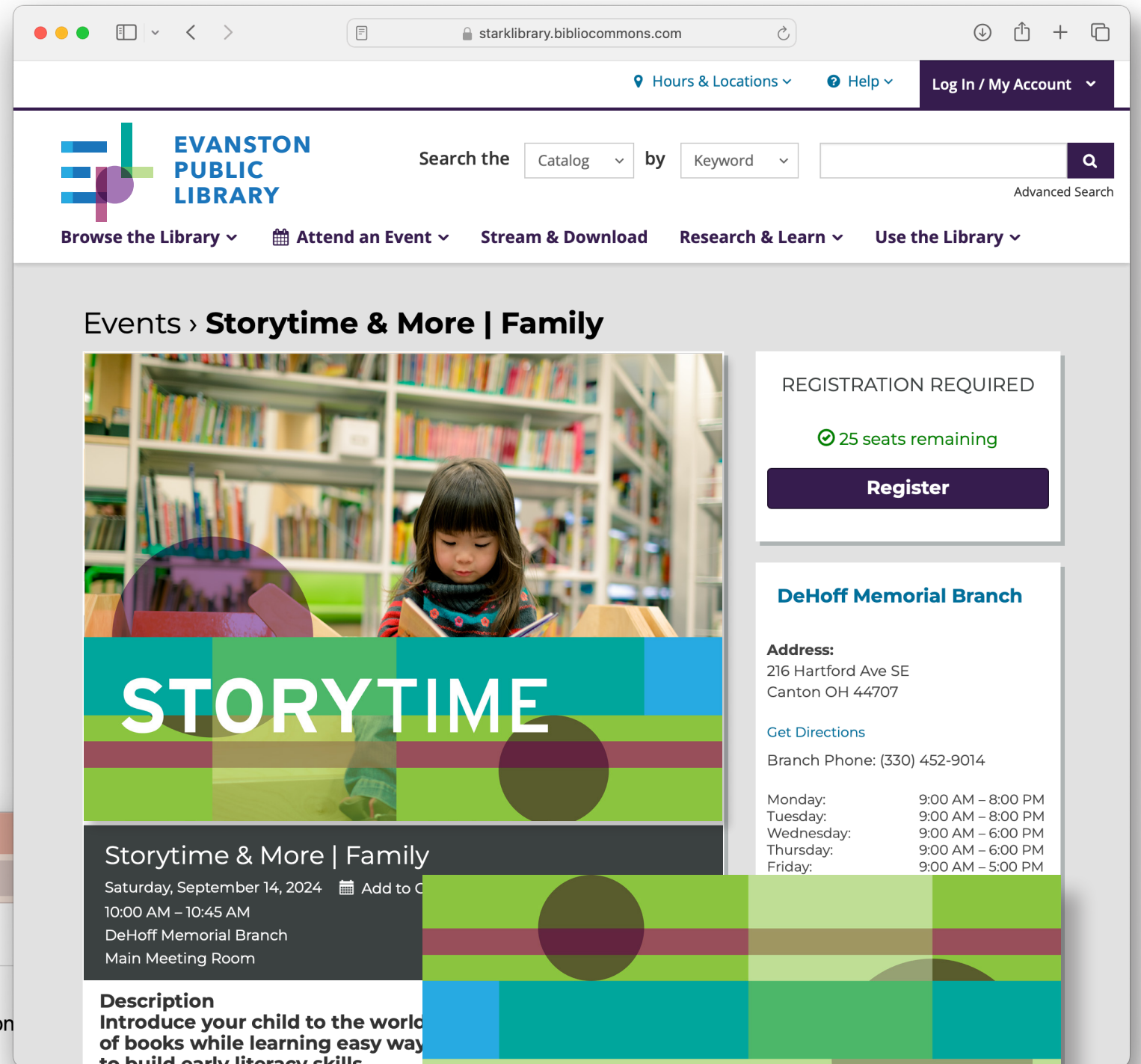
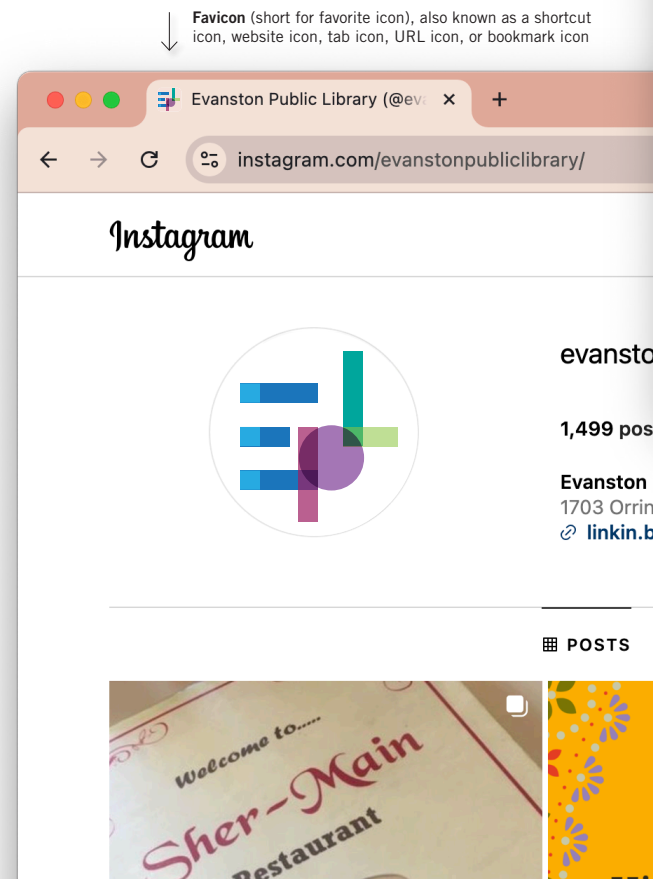


### Assembled Shapes Concept

This design creatively utilizes the basic initials EPL through geometric forms. The horizontal stripes of the E symbolize Evanston’s vibrant waterfront, while the circle in the P reflects a holistic approach to the library’s diverse offerings. The vertical strokes in both the L and P convey energy and a contemporary feel, representing the dynamic and forward-thinking nature of the library. This design captures the essence of Evanston Public Library’s mission—**bridging community, knowledge, and innovation** in a modern, visually engaging way.



G-1

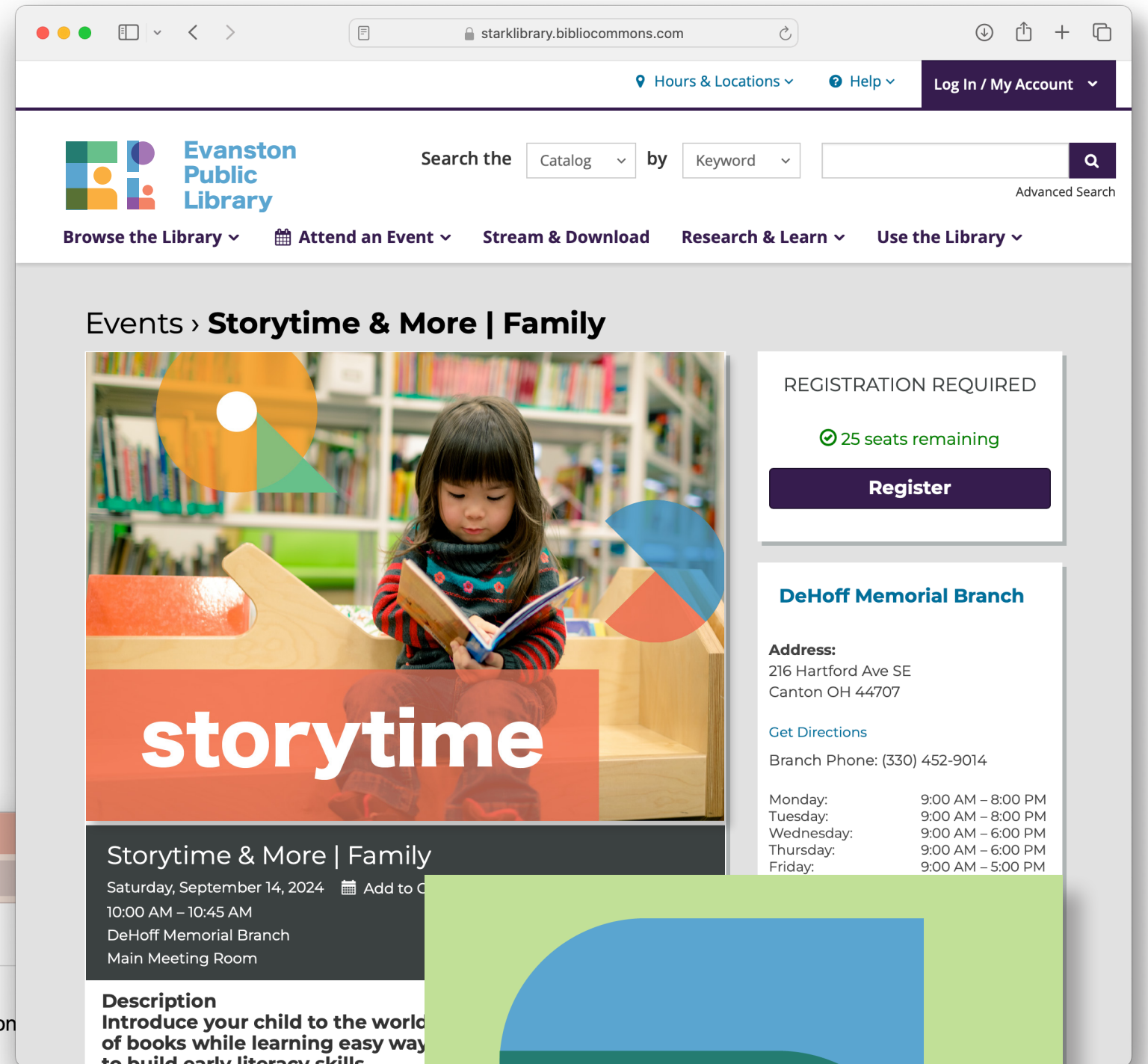
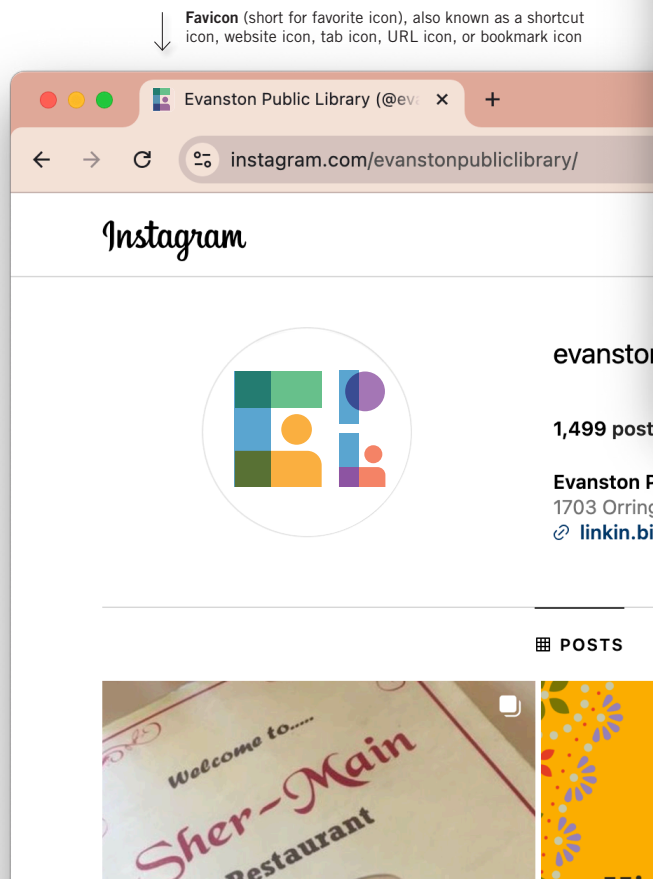


### Abstract EPL and Community Concept

The design of the EPL initials creatively incorporates geometric shapes to form a visually striking logo that symbolizes human figures within a protected, abstract space. Each shape within the design reflects different aspects of the library's mission, with the blend of colors and forms representing **diversity, inclusivity, and community**. The modern, clean lines offer flexibility for expansion, making it possible to incorporate quotes related to **reading, learning, and community engagement**. This design encapsulates the Evanston Public Library's role as a dynamic hub of knowledge and a **welcoming space** for all members of the community.



H-1



Concept A



Concept G



Concept H





Thank You