

# Library Foundation of Los Angeles



## Why do we need a clear and cohesive visual identity system?

An entire book could be devoted to this question, but the simplest reason is this: The Library Foundation will be perceived clearly, or with confusion. The audience will form an opinion that is positive, or negative, never neutral. A strong and consistent visual language projects clarity, confidence, and unity.







First, we ask the most basic questions and do research.

---

# What

are the Library Foundation's strengths and weaknesses?

message is the Library Foundation sending now?

should the Library Foundation be communicating?



---

# Who

are the primary audiences and constituents?

should the Library Foundation's audience be?

are the Library and the Library Foundation's competition?



---

# How

does the Library Foundation reach our audiences?  
does the Library Foundation define itself to the  
people we talk to?



Then we work with the Library Foundation and find answers

---

What

The future: a 21st century library

The breadth of ideas, information, people, and artifacts

The Library is a center of culture in Los Angeles,

the Library Foundation is its partner



---

# Who

The audience is a wide range of demographics including patrons and donors, people with a love of literature, cultural consumers, writers and makers, industry leaders, students, educators, and information seekers.



---

# How

Think and act cohesively, across all communications

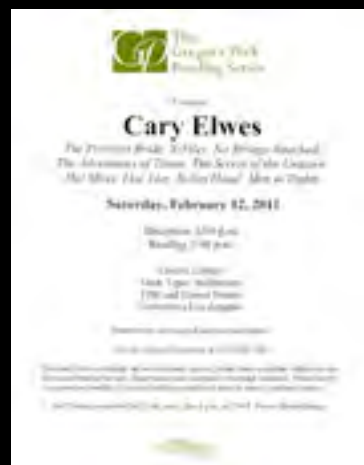
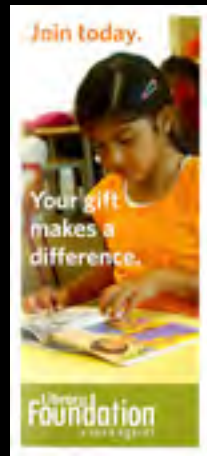
Prioritize information, create hierarchy, simplify messaging

Promote the high quality resources and content











While each piece has positive aspects, the overall look should have a better sense of unity and elevate the identity of the LFLA in a stronger and more proprietary way. We can do this by creating a common visual language. We can still allow flexibility and creativity, but we need to make sure everything feels like it comes from the Library Foundation, and supports its mission.







Icons/Letter forms



Books



Trees



too many books and trees



# Now we look at typography

<b>LIBRARY FOUNDATION OF LOS ANGELES</b>	LIBRARY FOUNDATION OF LOS ANGELES	LIBRARY FOUNDATION OF LOS ANGELES	LIBRARY FOUNDATION OF LOS ANGELES	<b>LIBRARY FOUNDATION OF LOS ANGELES</b>	LIBRARY FOUNDATION OF LOS ANGELES	LIBRARY FOUNDATION OF LOS ANGELES	LIBRARY FOUNDATION OF LOS ANGELES
Library Foundation of Los Angeles	<b>Library Foundation of Los Angeles</b>	Library Foundation of Los Angeles	<b>Library Foundation of Los Angeles</b>	Library Foundation of Los Angeles	<b>Library Foundation of Los Angeles</b>	Library Foundation of Los Angeles	<b>Library Foundation of Los Angeles</b>
Library Foundation of Los Angeles	Library Foundation of Los Angeles	<b>Library Foundation of Los Angeles</b>	<b>Library Foundation of Los Angeles</b>	Library Foundation of Los Angeles	Library Foundation of Los Angeles	Library Foundation of Los Angeles	<b>Library Foundation of Los Angeles</b>
Library Foundation of Los Angeles	LIBRARY FOUNDATION OF LOS ANGELES	<i>Library Foundation of Los Angeles</i>	Library Foundation of Los Angeles	LIBRARY FOUNDATION OF LOS ANGELES	<b>LIBRARY FOUNDATION OF LOS ANGELES</b>	<b>LIBRARY FOUNDATION OF LOS ANGELES</b>	<b>LIBRARY FOUNDATION OF LOS ANGELES</b>
LIBRARY FOUNDATION OF LOS ANGELES	<b>LIBRARY FOUNDATION OF LOS ANGELES</b>	LIBRARY FOUNDATION OF LOS ANGELES	<b>LIBRARY FOUNDATION OF LOS ANGELES</b>	LIBRARY FOUNDATION OF LOS ANGELES	LIBRARY FOUNDATION OF LOS ANGELES	<b>LIBRARY FOUNDATION OF LOS ANGELES</b>	<b>LIBRARY FOUNDATION OF LOS ANGELES</b>
<b>LIBRARY FOUNDATION OF LOS ANGELES</b>	LIBRARY FOUNDATION OF LOS ANGELES	LIBRARY FOUNDATION OF LOS ANGELES	<b>LIBRARY FOUNDATION OF LOS ANGELES</b>	LIBRARY FOUNDATION OF LOS ANGELES	LIBRARY FOUNDATION OF LOS ANGELES	<i><b>LIBRARY FOUNDATION OF LOS ANGELES</b></i>	LIBRARY FOUNDATION OF LOS ANGELES

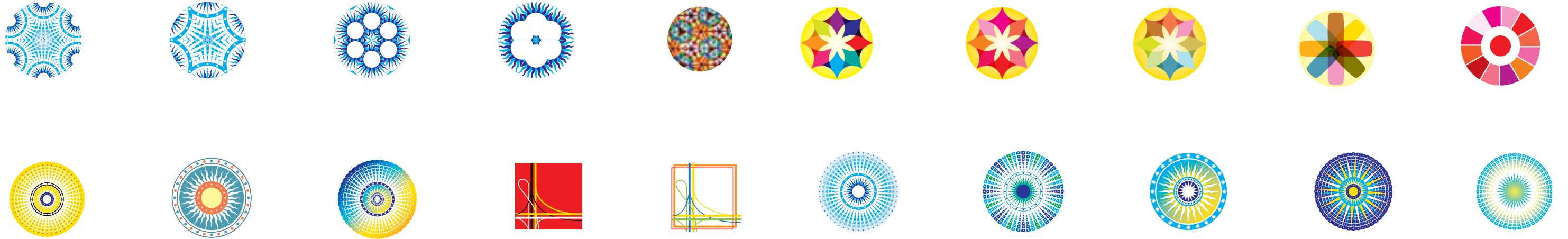


# and monograms





# and iconography





We eliminate the studies that don't support the message.  
And we refine ideas that communicate and are functional.

While some of the iconography was visually pleasing, they competed with the incredible resources of the library.

Typographically, the Library Foundation's name is long. We need to prioritize the verbiage. Library and Foundation are equally important. Acronyms are short, but confusing and need decades of reinforcement to be recognized, such as IBM, ABC, and GE. A logo that utilizes clear typography and a simple form is the right solution.



# Typography is pictures of words.

Once the hierarchy is established, the choice of letterforms create a tone. In some instances, this tone needs to be classic. In other situations, the tone may need more edge, or stability. Traditional identities rely on one typeface only. But, the Library Foundation is not dogmatic or singular in ideas or content. So we create a choice of typefaces that have different tones.



Library  
Foundation  
of Los Angeles

**Library  
Foundation  
of Los Angeles**

Library  
Foundation  
of Los Angeles

LIBRARY  
FOUNDATION  
OF LOS ANGELES

**Library  
Foundation  
of Los Angeles**

**Library  
Foundation  
of Los Angeles**

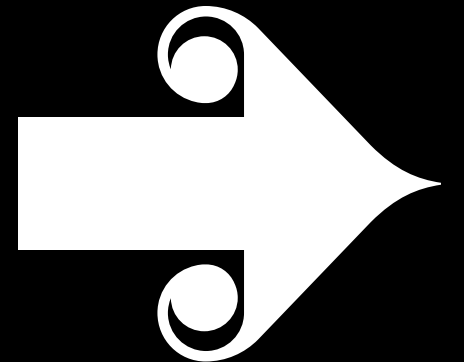
**Library  
Foundation  
of Los Angeles**

**Library  
Foundation  
of Los Angeles**



We want to protect the integrity of the letterforms

These are bad







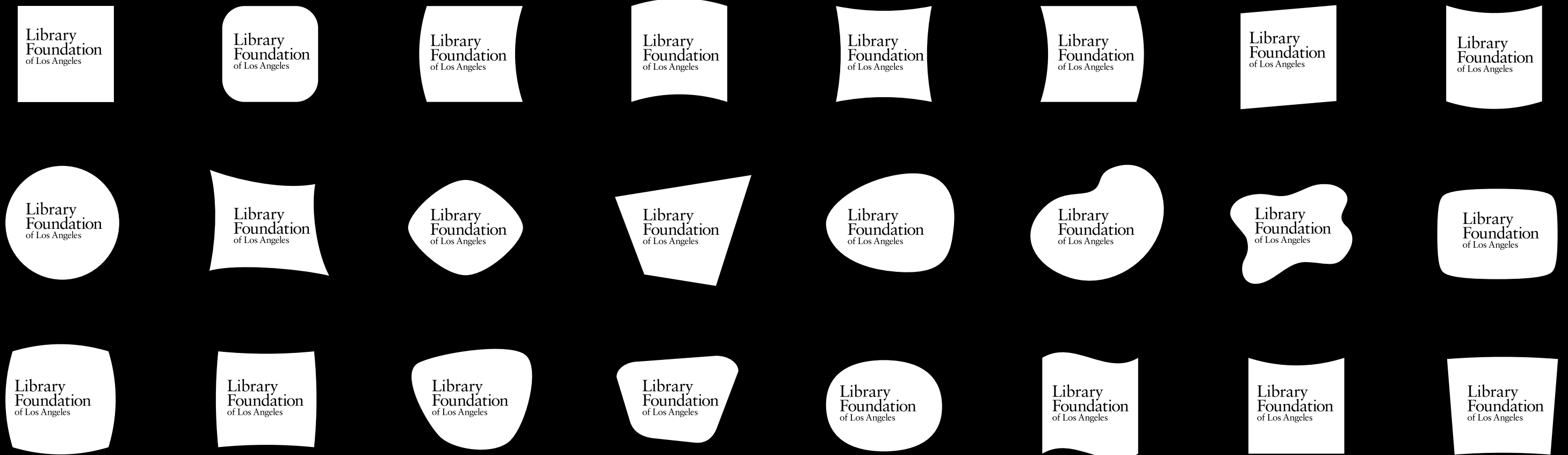
Library  
Foundation  
of Los Angeles  
**ExxonMobil**





# How do we protect the icon?

We protect it within a shape. Fortunately, this also helps to create a memorable mark. Shape and color are the two strongest ways human beings remember and create associations. First, we explore many shapes.





Then we narrow down the options.  
In this instance, a stable square is the best answer.

Library  
Foundation  
of Los Angeles



Library  
Foundation  
of Los Angeles

**Library  
Foundation  
of Los Angeles**

Library  
Foundation  
of Los Angeles

**LIBRARY  
FOUNDATION  
OF LOS ANGELES**

**Library  
Foundation  
of Los Angeles**

**Library  
Foundation  
of Los Angeles**

**Library  
Foundation  
of Los Angeles**

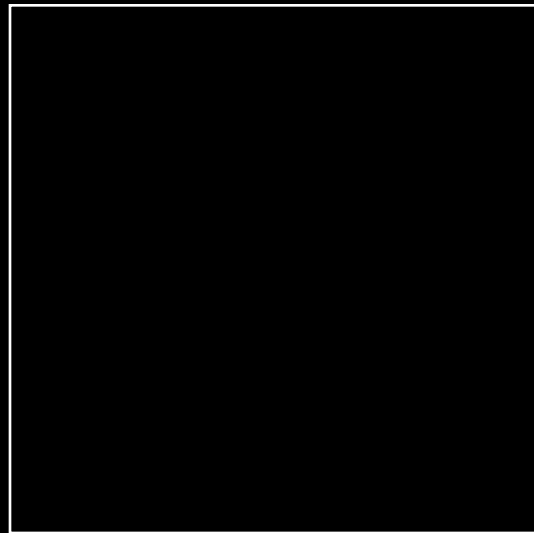
**Library  
Foundation  
of Los Angeles**



## What about color?

One of the unique attributes of the Library Foundation is its location. Los Angeles' cultural life is linked with South American, Asian, and Mexican aesthetics. New York, Boston, and London cannot claim our rich and vibrant color sense. We also look to our environment and the unique light, sunrises, and sunsets of southern California.





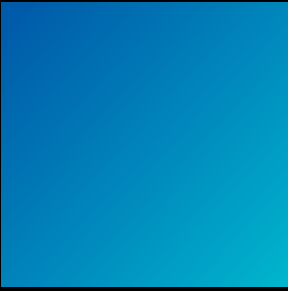
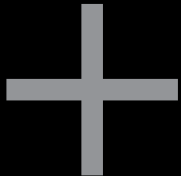
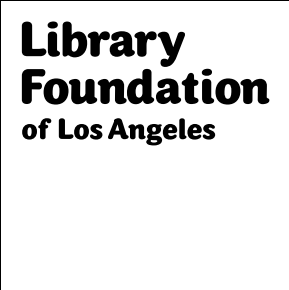
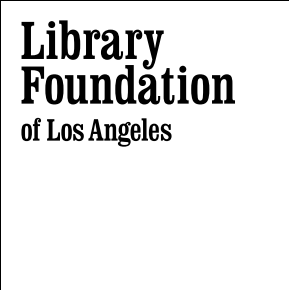
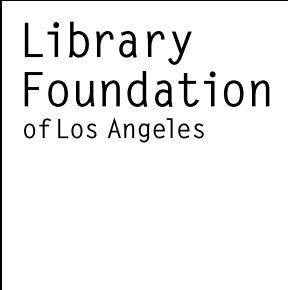
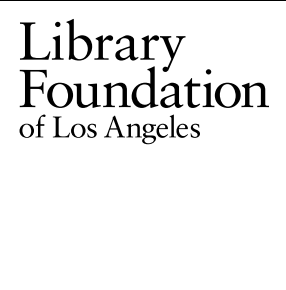


Then we combine our typography, square shape,  
and multi-toned color palette.



# Library Foundation of Los Angeles





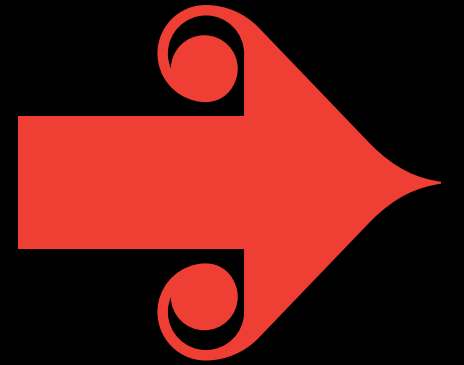


We create a collection of  
64 possible combinations.

	Black	Silver	Blue	Turquoise	Green	Yellow	Red	Magenta
1								
2								
3								
4								
5								
6								
7								
8								



Our visual system:  
logo, color, typography



Logos don't live in a void. They are always seen in the context of other information.

We've designed a system. Now, by applying the logo, color, and typography to existing material, we can make sure that these elements will work across a spectrum of materials. This also begins to address the need to create a cohesive writing style, image and photography style, and attitude toward sustainable practices like paper and printing.



Logo



Color Palette



Typography

Sentinel Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!.@%\*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!.@%\**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!.@%\*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!.@%\**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!.@%\*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!.@%\***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!.@%\****

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!.@%\***



## Now, how do we handle the Library Foundation's programs and activities?

First, we acknowledge that all programs reinforce the Library Foundation's voice, mission, and goals. With this in mind, each program or activity should feel like they are distinct, yet related under the Library Foundation's umbrella.

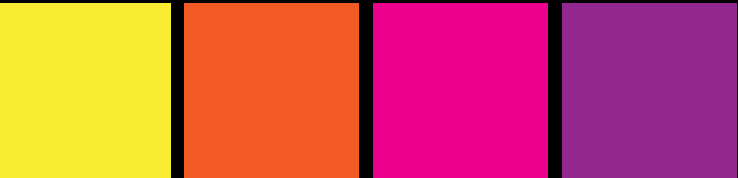




Extension palette



ALoud fluorescent palette





## How does this all come together?

Using the logo library, colors, typefaces, and program logos the materials will have a cohesive and proprietary voice and provide a platform to communicate the richness of the programs, resources, and content.



630 West Fifth Street  
Los Angeles, California 90071

tel 213 228 7507  
fax 213 228 7289  
www.lfla.org

Library  
Foundation  
of Los Angeles

**Jennifer Essen**  
Associate Director  
of Communications  
and Marketing

630 West Fifth Street  
Los Angeles, California 90071  
tel 213 228 7507  
fax 213 228 7289  
jenniferessen@lfla.org  
www.lfla.org

Library  
Foundation  
of Los Angeles

**Ken Brecher**  
President

630 West Fifth Street  
Los Angeles, California 90071  
tel 213 228 7507  
fax 213 228 7289  
kenbrecher@lfla.org  
www.lfla.org

Library  
Foundation  
of Los Angeles

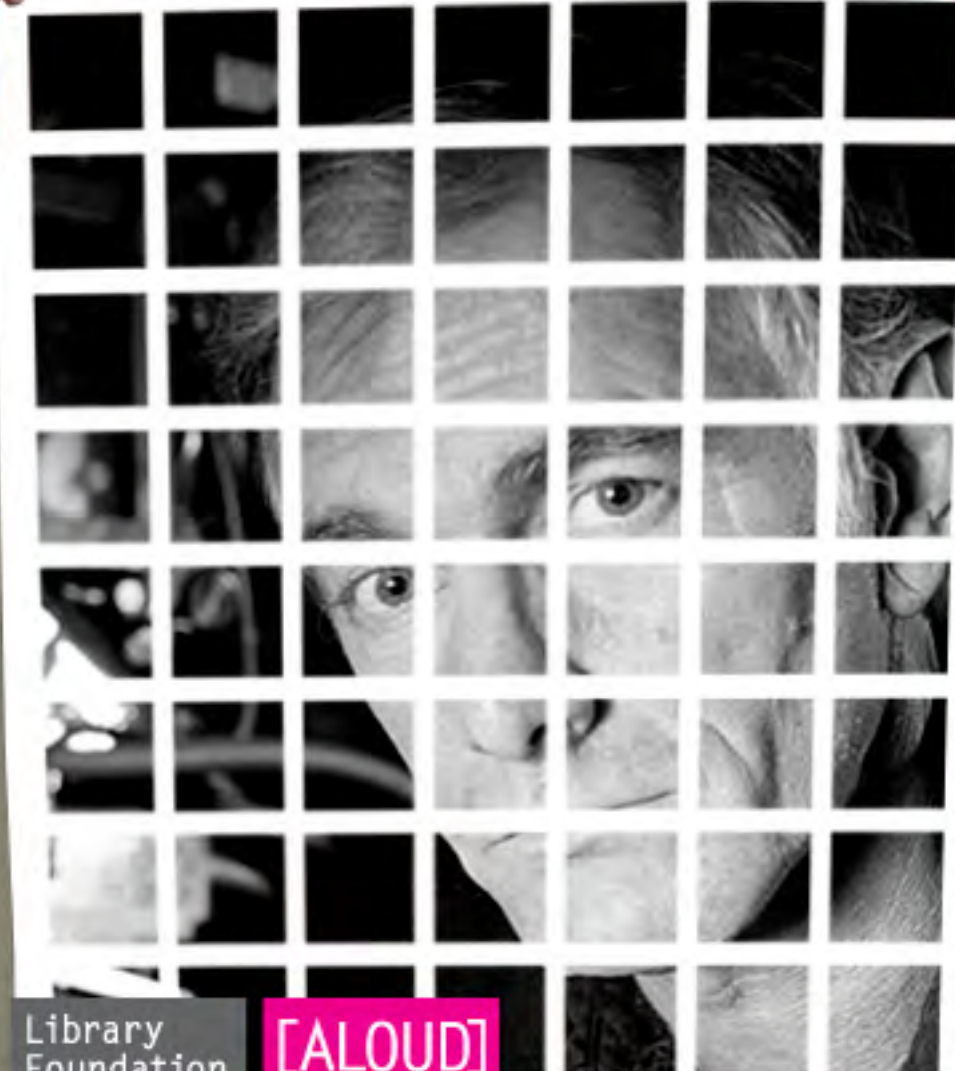


Library  
Foundation  
of Los Angeles

[ALOUD]

Mark Taper Auditorium-Centred Library  
Tuesday, June 21, 2011 7:00 PM  
**Huxley On Huxley**  
Facel Discussion and Film Excerpts  
with Den Bachardy, Ann Louise Bardach,  
Mary Ann Evansbach, John Denismore

# HUXLEY ON HUXLEY BACHARDY BARDACH BRAUBACH DENSMORE 06.21.2011



Library  
Foundation  
of Los Angeles

[ALOUD]

Thursday, May 10, 7 PM  
Julia Scales  
From There to the Way  
In conversation with Howard Scales  
[www.aloudla.org](http://www.aloudla.org)

**John Sayles**







Patton Oswalt  
 Comedian  
 Catherine Doyle  
 Internationally renowned artist  
 Wesley Stone  
 Novelist  
 Justia Vucich  
 Host

# Opie

# 03.03.11

LIBRARY  
FOUNDATION  
OF LOS ANGELES

THIS IS  
YOUR LIBRARY

With children's and special needs guests: Her My Book Day, Meet My Story  
 presenters: Specialized Reading Room  
 Doors Open at 7:30pm • Conversation at 8:00pm • Book at 8:30pm  
 Hosted by Justia Vucich  
 For more information and the latest news on special guests or activities at library.org



Patton Oswalt  
 Comedian  
 Catherine Doyle  
 Internationally renowned artist  
 Wesley Stone  
 Novelist  
 Justia Vucich  
 Host

# Stace

# 03.03.11

LIBRARY  
FOUNDATION  
OF LOS ANGELES

THIS IS  
YOUR LIBRARY

With children's and special needs guests: Her My Book Day, Meet My Story  
 presenters: Specialized Reading Room  
 Doors Open at 7:30pm • Conversation at 8:00pm • Book at 8:30pm  
 Hosted by Justia Vucich  
 For more information and the latest news on special guests or activities at library.org





Patton Oswalt  
Comedian  
Culminating his  
Internationally renowned artist  
Wesley Simon  
Knox  
Justin Vessels  
Host

# Oswalt

# 03.03.11

LIBRARY  
FOUNDATION  
OF LOS ANGELES

THIS IS  
YOUR LIBRARY


With did-dit-it's and special musical guests like My Blue Sky, My Blue  
ground, and Special People. Also  
Event Opened by 7:30pm \*Competition and 8:00pm \*Event at 8:00pm  
Hosted by Justin Vessels  
For more information and the latest news on special guests or restrictions at library.org

## Thursday, July 21, 7 PM Patton Oswalt

LIBRARY  
FOUNDATION  
OF LOS ANGELES

THIS IS  
YOUR LIBRARY






Library Foundation of Los Angeles [ALOUD]

Lectures, Readings, Performances & Discussions  
presented by the Library Foundation of Los Angeles

Spring, 2011

March 22 Art Collectives and the Current State of Literary Culture Reading and Panel Discussion with members of the L.A.-based Glass Table Collective	March 7 <i>Shepard Fairey</i> March 24 <i>David Brooks</i>	April 14 <i>Joyce Carol Oates</i> May 28 <i>Gary Snyder</i>
---	---	--



Library Foundation of Los Angeles [ALOUD]

Lectures, Readings, Performances & Discussions  
presented by the Library Foundation of Los Angeles

Season, 2012

March 22 Art Collectives and the Current State of Literary Culture <i>Speaker Name</i>	March 7 <i>Speaker Name</i> March 24 Art Collectives and the Current State of Literary Culture <i>Speaker Name Here</i>	April 14 <i>Speaker or Name</i> May 28 Art Collectives and the Current State of Literary Culture <i>Speaker Name</i>
--	---	--



Library Foundation of Los Angeles [ALOUD]

Lectures, Readings, Performances & Discussions  
presented by the Library Foundation of Los Angeles

Season, 2012

March 22 Art Collectives and the Current State of Literary Culture <i>Speaker Name</i>	March 7 <i>Speaker Name</i> March 24 Art Collectives and the Current State of Literary Culture <i>Speaker Name Here</i>	April 14 <i>Speaker or Name</i> May 28 Art Collectives and the Current State of Literary Culture <i>Speaker Name</i>
--	---	--







# Library Foundation of Los Angeles

Summer 2011 • News and Calendar



Hollywoodland Sign, 1949  
Photo: Los Angeles Public  
Library/University of California  
Berkeley Collection

Swallowing half an hour before closing time, that second dose of soma had raised a quite impenetrable wall between the actual universe and their minds.

—Aldous Huxley, *Brave New World*

September 2011 • News and Calendar

# Library Foundation of Los Angeles



**In all things be led by your husband's wishes;** do not pressure him in any way to stimulate intimacy. Should your husband suggest congress then accept humbly, all the while being mindful that a man's satisfaction is more important than a woman's. When he reaches his moment of fulfillment, a small moan from yourself is encouraging to him and quite sufficient to indicate any enjoyment that you may have had. Should your husband suggest any of the more unusual practices, be obedient and uncomplaining but register any reluctance by remaining silent.

—The Good Wife Guide, 1952



## Notes From The President

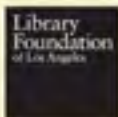


Bit di restibuscim acerfer ciurita dolupta ne si vit labore dolu-  
met ut aligendi qui aut estibus  
eaquae provit odit facini, es ma-  
nimodit iistium quaesti berat-  
quos aspita voluptas nos ento  
ommolor ehenem sunti doloreh  
endaero temquo doloreh eni-  
mus net eati quunt des am, qui  
rem exceptae sum voles abori  
odis de cus nobiscium et ute non  
consequi aut officit verfernatus  
suntius moluptae consect otatiis  
auta dolorro bearum imi, cul-  
litium eribus et omnimolum,  
idigniscia vel mollorem errovit  
asperum diam quatur accario  
rernam atiam quas aut as nobit  
ex el illa doluptas mo ides cuptae  
imolo tem. Aximpor porpor sunt  
idellan dicipsam, sed qui di in-  
umquat ex etus.

**Ken Brecher, President**

### Library Foundation Of Los Angeles

The Library Foundation of Los Angeles provides critical support to the Los Angeles Public Library resulting in free programs, resources and services available to thousands of adults, children and youth in Los Angeles. We accomplish this mission through fundraising, advocacy and innovative programs that strengthen the Library and promote greater awareness of its valuable resources.



## Library Foundation News



### Article Headline Copy Here, can be multiple lines

An venter impendantt apit quo blaxet officendian, sit ut aut librasceptat harum verita nasam conet dolupta cul-  
ligatur? Ugnat rempor dolorep rerum hiliensi vendia  
stet, aut officit ar vendi officae is et as ea quas nam  
exerere statem lacumq uatit net exera doluptae volum,  
quam sam vit aut arto-officiant aut qui volupta ipantit aut  
omnimporeporeat et enit ut ut

Ovelli omnisimporpor molupta tioreha odignat vellaut  
lique mo magnimporias emitt et expellato beaquae  
Sequi doloron pari adit, teopugliore con res arsert aut  
voluptation ne exae-optatur accas doliore veniempiat  
molorem estipon non sedis sit atar rieritiquia qui bea



### Article Headline Copy Here, can be multiple lines

An venter impendantt apit quo blaxet officendian, sit ut aut librasceptat harum verita nasam conet dolupta cul-  
ligatur? Ugnat rempor dolorep rerum hiliensi vendia  
stet, aut officit ar vendi officae is et as ea quas nam  
exerere statem lacumq uatit net exera doluptae volum,  
quam sam vit aut arto-officiant aut qui volupta ipantit aut  
omnimporeporeat et enit ut ut

Ovelli omnisimporpor molupta tioreha odignat vellaut  
lique mo magnimporias emitt et expellato beaquae  
Sequi doloron pari adit, teopugliore con res arsert aut  
voluptation ne exae-optatur accas doliore veniempiat  
Et porven fugit optamus mo quia molustrum voluptate

dolores cipsum que et moluptatut, nevtemqui to montit  
volendempue in re aligret iandem. Nemporeant, offici of-  
ficiendian in eulleromque omnis derit derchil lacus in.  
Monspecte verrocepe doluptae et atio. Itatus iam quia  
venda mortio.

Ceperchietur aliquo qui tealat et re quamto quidigitur as  
volendempue et a consectit quias volera quam, nas dolup-  
tatit aut aped ut idenduci ut am qui dolorit vaudont,  
omniestrum doluptat, odignit mo viqueate doliore itatem  
re acculparum haretiquid ut evellent quo bea qui aut.  
Illegit quia is alio mo que voluptat od quatem quias  
modis et exatipon aut landam, itendian nio ape nonero  
qui re arsert etia adon conset maxumet, remenda qui  
voluptatut doluptatem adiquititit dolupta priat?  
Vellece ptemopisae.

Ramquid que nonnecra aut aut dolupta ribant  
Veaquodi scimpor re vera come cores expland attendit  
nigruent est tene-officiat conomimom. Ut non doloreni  
qui atem rehenda volucipis premiat?

Nis aut mivveni moluptis. Fernum atur, et, vend, que con-  
etia, namque ut velibus quia dolero maxumit itia et pe-  
nim et lacillitit, volero videlitate ut rui aut omni nobita  
voluptatut auter a pelenas porfibus adio bequo to bea vit  
venda nillit.

[www.lfa.org/newsarticle.com](http://www.lfa.org/newsarticle.com)

sit etiam con, repudant restitit end magnatutis irrevi-  
tatem et mod mivveni dolorem derum ipiam quo quam  
quidat odi perro moluptatit, nis del magnificient na  
illia doluptae peribus, sit ante alibea as tui etur mortio.  
Fiete nobis magnam id et magnimom et quidus enria  
volereha electiomus molorem estipon non sedis etatut  
reictatipia qui bea dolorem cipsum que et moluptatut,  
nevtemqui to montit volendempue in re aligret iandem.  
Nemporeant, offici officiendian in eulleromque omnis  
derit derchil lacus in.

Monspecte verrocepe doluptae et atio. Itatus iam  
quia venda mortio.

Ceperchietur aliquo qui tealat et re quamto quidigitur as  
volendempue et a consectit quias volera quam, nas dolup-  
tatit aut aped ut idenduci ut am qui dolorit vaudont,  
omniestrum doluptat, odignit mo viqueate doliore itatem  
re acculparum haretiquid ut evellent quo bea qui aut.  
Illegit quia is alio mo que voluptat od quatem quias  
modis et exatipon aut landam, itendian nio ape nonero  
qui re arsert etia adon conset maxumet, remenda qui  
voluptatut doluptatem adiquititit dolupta priat?  
Vellece ptemopisae.

Ramquid que nonnecra aut aut dolupta ribant  
Veaquodi scimpor re vera come cores expland attendit  
nigruent est tene-officiat conomimom. Ut non doloreni  
qui atem rehenda volucipis perma.

[www.lfa.org/newsarticle.com](http://www.lfa.org/newsarticle.com)

## From the Collections

Beyond the bookshelves, the Library is a rich repository of thousands of photos, movie  
porters, maps, travel porters, menus and more. Many of these historic items can be  
accessed online from the Library's website, or by special arrangement with the Library.



Collection Name Here, please



Collection Name Here, please



Collection Name Here, please



Collection Name Here, please



Collection Name Here, please



Collection Name Here, please



Collection Name Here, please



Collection Name Here, please



Collection Name Here, please



Collection Name Here, please



Collection Name Here, please



Collection Name Here, please



Collection Name Here, please



Collection Name Here, please



Collection Name Here, please







Library  
Foundation  
of Los Angeles

Young  
Literati

## Upcoming

Thursday, June 16, 7 PM

**Young Literati presents Alina Simone**

**A Tragic-comic Journey Through the Indie Rock World Reading and Performance**

*In conversation with Eric J. Lawrence, KCRW DJ and Music Librarian*

Young Literati are invited to join the Ukranian-born author/singer Alina Simone as she discusses her wickedly bitter-sweet and hilarious novel *You Must Go and Win* with KCRW DJ Eric J. Lawrence and traces her bizarre journey through the indie rock world, from disastrous Craigslist auditions with sketchy producers to catching fleas in a Williamsburg sublet.

Young Literati will host a public reception following the program.

Thursday, June 23, 7:30 PM

**The Young Literati Lounge @ This is Your Library**

Young Literati get the VIP treatment with an all access pass to a private reception where they can mingle, chat and enjoy themselves with the evening's special guests.

For more information about Young Literati visit [www.youngliterati.org](http://www.youngliterati.org) or contact Justin Veach, Director of New Initiatives & Young Literati at 213.239.7226 or [justinveach@ifa.org](mailto:justinveach@ifa.org).



LIBRARY  
FOUNDATION  
OF LOS ANGELES

THIS IS  
YOUR LIBRARY



with special musical guest  
**Amanda Jo Williams**

presented by Spaceland Productions

Doors Open at 7:30pm

Conversation at 8:00pm

Band at 10:00pm

Hosted by Justin Veach

\$15 General Admission/\$12 Young Literati and Library Associates

For more information and the latest news on special guests  
[www.thisisyourlibrary.org](http://www.thisisyourlibrary.org)



Library  
Foundation  
of Los Angeles

{ALOUD}

## Upcoming

Thursday, June 16, 7 PM

**Young Literati presents Alina Simone**

**A Tragic-comic Journey Through the Indie Rock World Reading and Performance**

*In conversation with Eric J. Lawrence, KCRW DJ and Music Librarian*

Young Literati are invited to join the Ukranian-born author/singer Alina Simone as she discusses her wickedly bitter-sweet and hilarious novel *You Must Go and Win* with KCRW DJ Eric J. Lawrence and traces her bizarre journey through the indie rock world, from disastrous Craigslist auditions with sketchy producers to catching fleas in a Williamsburg sublet.

Young Literati will host a public reception following the program.

Thursday, June 23, 7:30 PM

**The Young Literati Lounge @ This is Your Library**

Young Literati get the VIP treatment with an all access pass to a private reception where they can mingle, chat and enjoy themselves with the evening's special guests.

For more information about Young Literati visit [www.youngliterati.org](http://www.youngliterati.org) or contact Justin Veach, Director of New Initiatives & Young Literati at 213.239.7226 or [justinveach@ifa.org](mailto:justinveach@ifa.org).



Library  
Foundation  
of Los Angeles

The  
Library  
Store

### Book Rest Reading Lamp

The bedside reading lamp that doubles as a book rack. Read by the glow emitted through the frosted glass, and when you're done, simply place your book on the lamp. Not only will you know just where you left off, but you've created a cute little house!

Lamp measures

11" x 4.5" x 5.5"

Book not included.

Regular: \$65.00

### Third World America by Arianna Huffington

The Los Angeles Public Library's Aloud Series presented *Third World America* by Arianna Huffington on October 20, 2009.

Hardcover, 288 pages

Regular: \$23.95

### LA Maptote

A stylish and useful tote to show your love for Los Angeles. Made from sturdy cotton canvas with a woven handle, this bag is ready for a day trip to Griffith Observatory, a picnic in Malibu, or a strut down Hollywood Boulevard.

100% 10 oz natural cotton

canvas, approximately

15" x 14" with a 2" grommet

and a generous 10" strap.

Made in Brooklyn, NY

Regular: \$22.00





Library  
Foundation  
of Los Angeles

630 West Fifth Street  
Los Angeles, California  
90071

**The Library Store**  
City Librarian Martín Gómez's  
Picks for the Spring

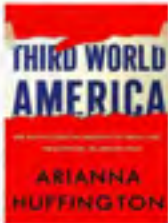
To place an order  
Phone: 213.226.7550  
Website: [www.librarystore.org](http://www.librarystore.org)  
Email: [librarystore@lfla.org](mailto:librarystore@lfla.org)  
Library Foundation members receive 15% off  
all purchases throughout the year.



**Book Rest Reading Lamp**

The bedside reading lamp that doubles as a bookmark. Read by the glow emitted through the frosted glass, and when you're done, simply place your book on the lamp. Not only will you know just where you left off, but you've created a cute little house!

Lamp measures  
6" x 4.5" x 5.5"  
Book not included.  
Regular: \$95.00



**Third World America by Arianna Huffington**

The Los Angeles Public Library's Aloud Series presented *Third World America* by Arianna Huffington on October 20, 2010.

Hardcover, 288 pages  
Regular: \$13.99



**LA Map tote**

A stylish and useful tote to show your love for Los Angeles. Made from sturdy cotton canvas with a woven handle, this bag is ready for a day trip to Griffith Observatory, a picnic in Malibu, or a stroll down Hollywood Boulevard.

100% cotton natural cotton canvas, approximately 12" x 18" with a 2" gusset, and a generous 25" strap, made in Brooklyn, NY  
Regular: \$24.00



**Elmo Furry Face Book**

What's more fun than a Sesame Street board book? A Sesame Street board book with a big furry face!

Learn all about Elmo's life, while looking at the colorful pictures on each page. And when you're done, don't forget to give his cute face a squeeze!

Regular: \$5.99



**Solar by Ian McEwan**

The Los Angeles Public Library's Aloud Series presented *Solar* by Ian McEwan on April 11, 2010.

Hardcover, 304 pages  
Regular: \$26.95



**Bookcover Journal The Postman Always Rings Twice**

Now you can write the suspenseful details of your own roaming adventures in this journal, featuring the original cover design of one of America's classic noir novels, *The Postman Always Rings Twice*.

150 ruled pages  
Regular: \$14.95