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.

So, how do we start?

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



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?



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



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.



Think and act cohesively, across all communications

Prioritize information, create hierarchy, simplify messaging

Promote the high quality resources and content

Next, we look at the current visual landscape.







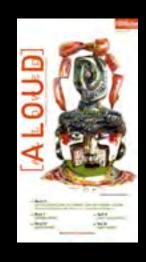


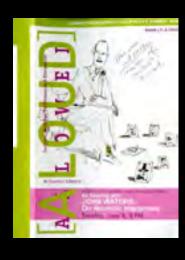






























While each piece has positive aspects, the overall look should have a better sense of unity and elevate the identity of the LFLA in a stronger and more proprietary way. We can do this by creating a common visual language. We can still allow flexibility and creativity, but we need to make sure everything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

We look at logos for similar institutions

#### Icons/Letter forms















#### Books















Trees















## too many books and trees

## Now we look at typography

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## 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.

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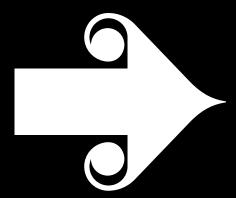
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Library Foundation of Los Angeles

## We want to protect the integrity of the letterforms

These are bad



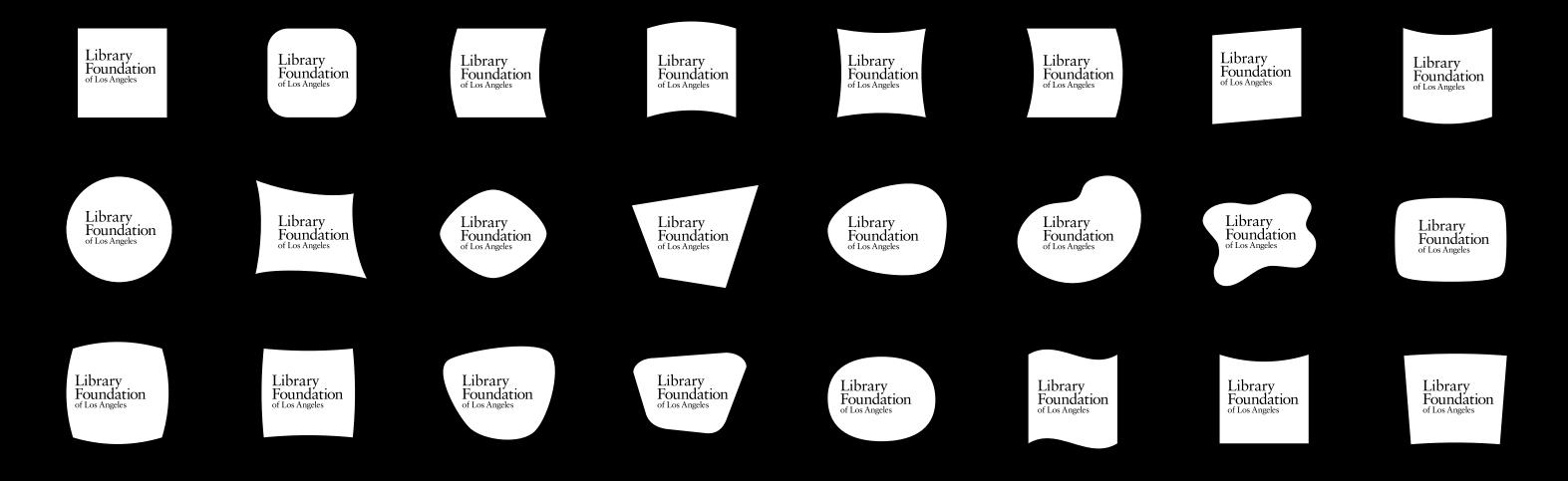






#### How do we protect the icon?

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.

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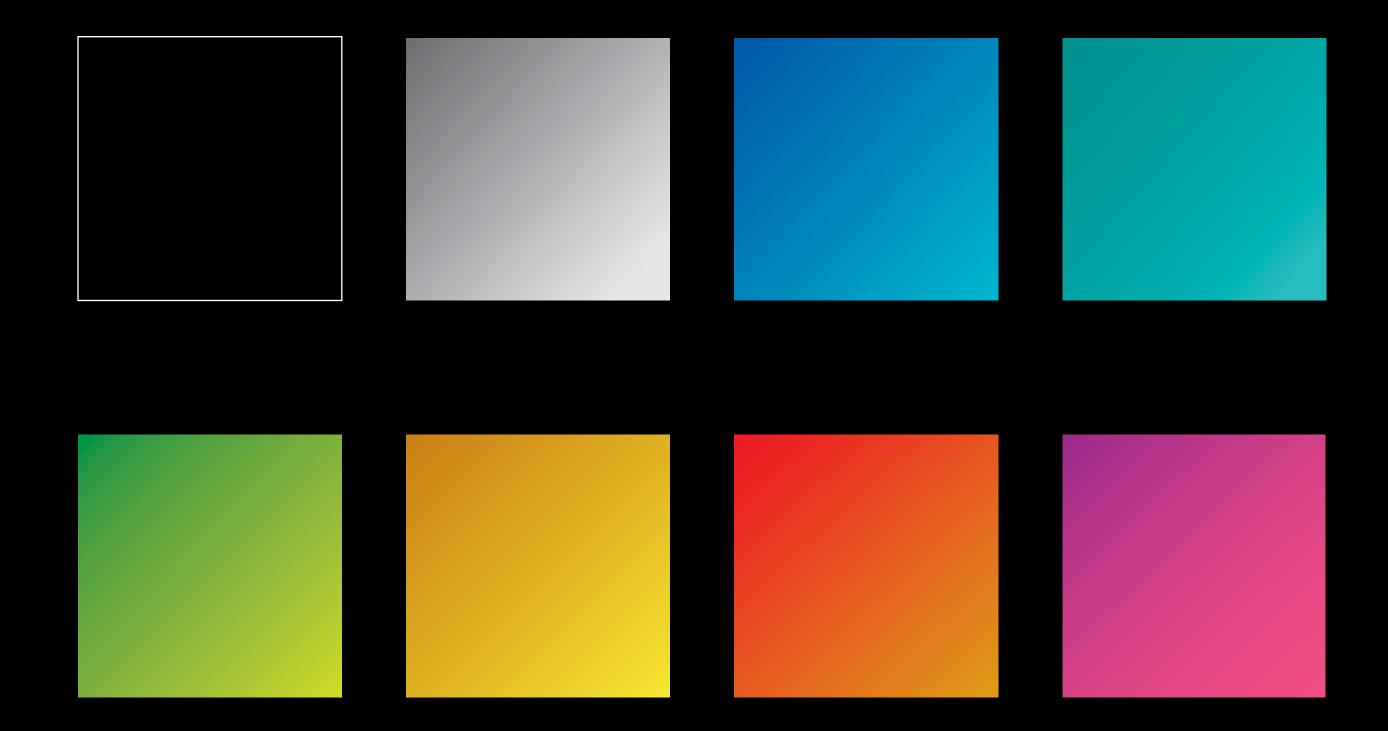
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Library Foundation of Los Angeles

#### 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.



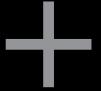
Then we combine our typography, square shape, and multi-toned color palette.

# Library Foundation of Los Angeles

Library Foundation of Los Angeles

Library Foundation of Los Angeles

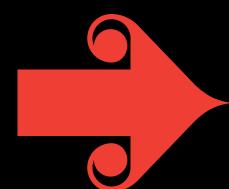
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We create a collection of 64 possible combinations.

	Black	Silver	Blue	Turquoise	Green	Yellow	Red	Magenta
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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.



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#### **Color Palette**

Logo Color



Library Foundation of Los Angeles









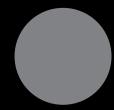






Information Colors











#### Typography

Sentinel Family

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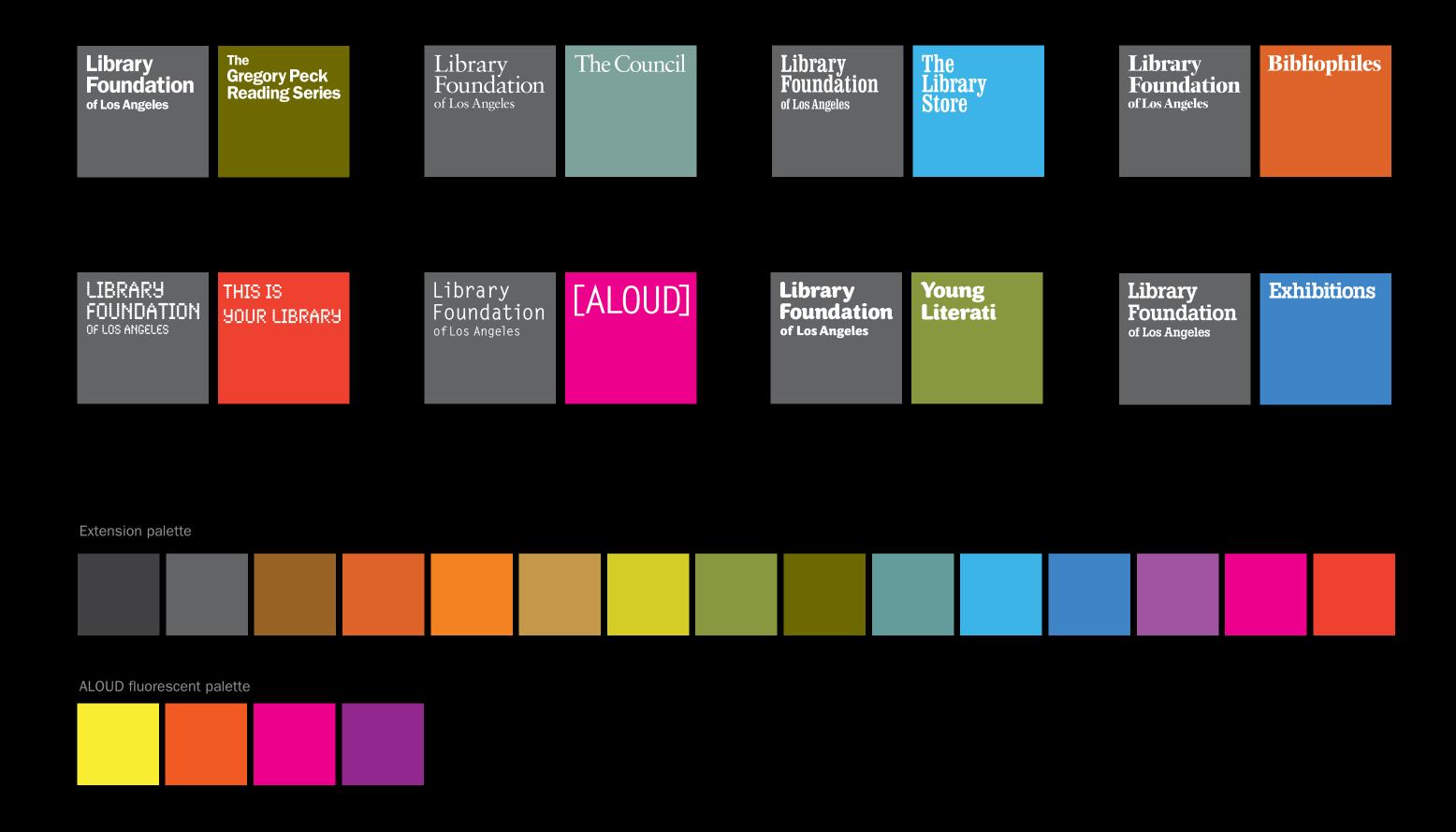
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# Now, how do we handle the Library Foundation's programs and activities?

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.



#### 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.

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Library Foundation of Los Angeles

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Library Foundation of Los Angeles

Foundation of Los Angeles

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President

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kenbrecher@lfla.org
www.lfla.org

Library Foundation of Los Angeles

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Tuesday, June 21, 20117:00 PM

Panel Discussion and Film Energes with Den Buchardy, Ann Louise Bardach, Mary Ann Ersubsch. John Demmore

HUXLEY 06.21.2011









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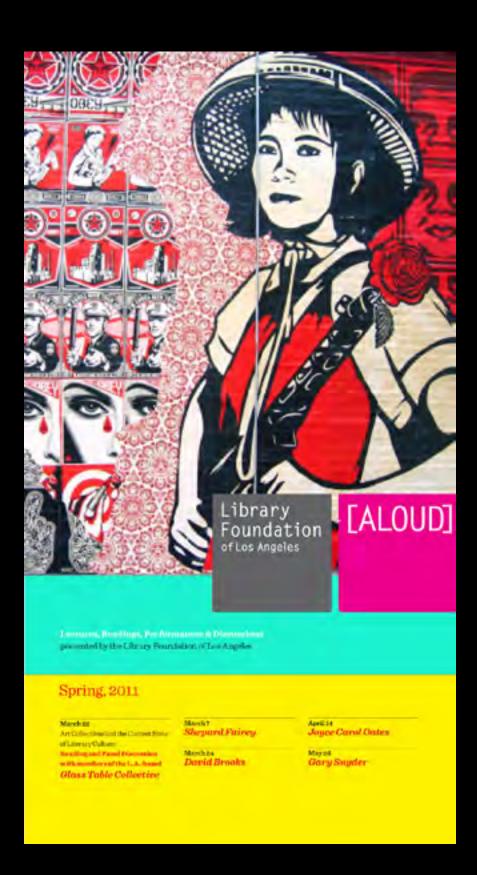
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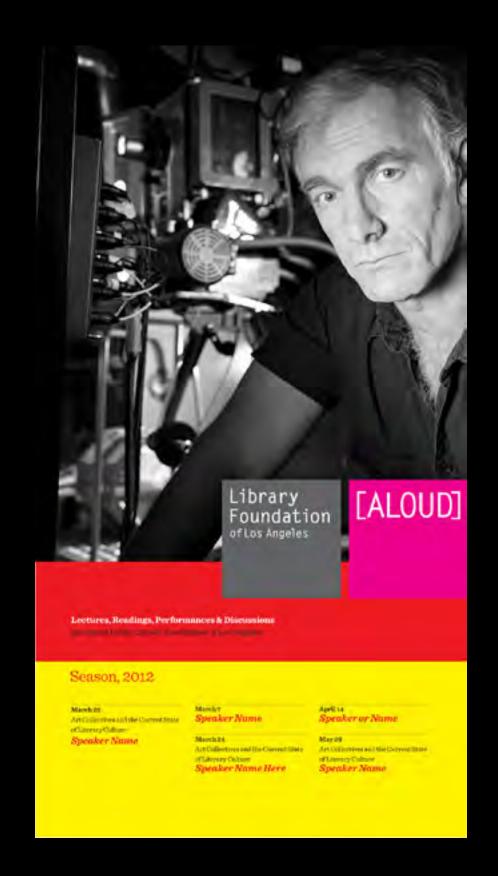
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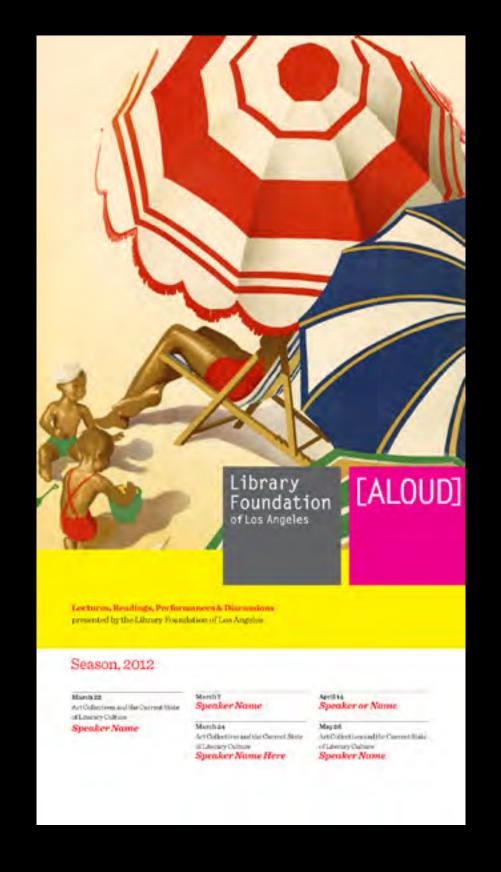












What a wee little part of a person's life are his acts and his words! His real life is led in his head, and is known to none but himself.

-Mark Twain

Library Foundation of Los Angeles [ALOUD]

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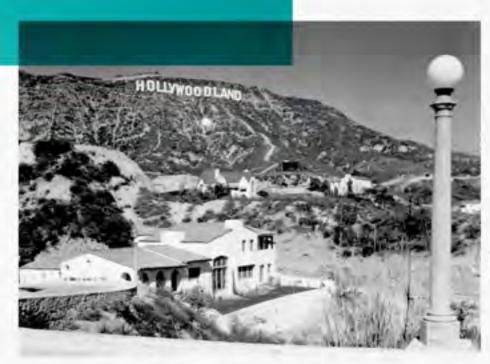
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Join the Library Foundation www.lfin.org

# Library Foundation of Los Angeles

Summer 2011 • News and Calendar



Street Committee Committee

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.

September 2011 • News and Calendar

# Library Foundation of Los Angeles



In all things be led by your bushand's wishes; do not pressure him in any way to attinulate intimacy. Should your bushand 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 mean 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 refuctance by remaining sileut.

The Good With Guide, 195

# Notes From The President



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# Library Foundation Of Los Angeles

The Library Foundation of Los Angeles provides critical support in the Los Angeles Public Library resulting in free programs, resources and services prailable to thousands of whilts, children and routh in Les Argolise. We accomplish this pursuon through fundratising. advicacy and inservative programs that strongthen the Library and promote greater awareness of its valu-

# Library Foundation News



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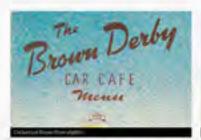
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# From the Collections

Reproci the booksholoon, the Library is a rich repository of thousands of plants, movie posters, maps, travel posters, memas and more. Many of these historic items can be accessed online from the Library's reflecte, or by special aircongressest with the Library.































# June

### Thursday June 2, TPM To End All Wars: A Story of Loyalty and Rebellion, 1914-1918 Adam Hockschild

In conservation with Jon Wieser, Professor of History, C.C. Irone Hochschild (King Leopold's Ghort), denof America's best narrative historium, name has been greatest and make putcling energies of civilized evils in history and the now obscure civilians and unidiers who waged a bitter often berole. etrupide egninet it.

# Monday June 6,7 PM Catastrophe, Survival, Music and Renewal: New Orleans Culture Post-

### An Evening with Bric Overmoon, Co-Creator of HBO's Tresse

In compression with Josh Kun, Associate Professor USC Assembling School of Commissions, Special Guests, TRA HBO's Torme (from the creators of The Wirel is set in the aftermists of the greatest man-made diseaster in American history. Join us for a discussion of New Orleans' require and the unique cultime as reflected in . West Count artistic arount garde like one of episodic television's most powerful

### Tuesday, June 14, TPM We are Here. We Could be Everywhere Media, Arts and Activism in Los Angeles and Beyond.

### Panel Discussion with Aniko Imre-Henry Jenkins, Read Johnson, Fabian Wagnesster

Calineal Studies, DC Bineralde Age the media arts a sonsitizing force? What is made art's capacity to respond to political conditions? Cultural practitioners and wholers explore the role artists play as innovators of media technology and institution in the public and media art.

Minierared by Kremeth Ropers, Media and

Co-presented with LA Previous

# July

### Timestay June 16,7 PM Young Literati presents Allina Simone A Tragic-comic Journey Through the Indie Bock World: Reading a nd Performance

To concernation with Eric J. Laurenier RCSW Diland Music Libraryon In her wickedly hitteremeet and tributions served You Mout Go and Wite. the Ukrainian-born, critically actinized stager traces her bissares lourney. through the indic rock world from disastross Craigalist audicious with slatsby producers to extrhity float in a Williamsburg sublet Simone performs songs from her newly released Make Your Own Danger allows. Followed by a public

# Turnday, June 21, YFM Huxley on Huxley

Panel Discussion and Film Excerpts With Den Bei Sardy, Ann Lesson Bankach. Mary Ass. Bryshoot, John Densmore The Hollywood issues of Louis and Aldous Hardey psychololic pictors and either of Brase New World, was a hotspot for the Igne Steermoley and Chevropher Silverenced, Join to five a discussion of the plus enverges from Mary Arm Brashich's

2006 documentary, Hardey or Hardey

# Thursday, July 1,7 PM Newer Poets XVI: A Beading

sandra Love, Sherman Pearl, Anthony Seldman, Mehnar Turner History by Sultaness Language, Los Angeley Partry Femiral, and Eichard Mediums. Boyand Baruque Literary Arts Center In this popular, long-running event, est valented Los Angeles poets present short.

Lory Bedikian, Andrew M. Lopus, Cas-

readings of their work.

### Cannibal Island: An Artist Lecture with Short Films, Curious Images and Free Conundrams

In connermment with Binmard N. Fox. Emperi-

tas Consine of Contemporary Art. LACMA McMillen-part analytes, installation artist, printmaker, rultural authorpologist and the Wort and L.A. native - has been creating our irransportal installations with architectural references that ties I with the 1970s, and his work in the subject of a rumout retrosportise at the Oakland Missesser of Art. Jose surfor a ellipsone into McMiller's creatist process and correct

### Thursday July 14, 7 PM

### L.A. Crime Writers: "We murder, so "...ot over t'oob swe Panel discussion with Gar Anthony Haywood, Naomi Hirahara. Mark Hashell Smith

Moderated by pather Paula L. Woods Four veteran Los Anatoles crime writers discuss the graze they love and the stories that largithers up at night. Pauls L. Woods (Charlets Justice existery series) talks murder and maybens with Haywood (Commery Boad), Hirsham (Blood Hand) Arred Signiffs (TMIssign) The Elemental Block Fire, Water, Acr. Earth.

# Thresher July 10, 7 PM.

# Fire Monks: Wildfires in California College Morton Busch and Stephen H.

Jis conservation with William Depress. Highligges USC Systitute on California and the West

California in Jesu 1000, the murals restant their lives to snew Tanagara Zen Moomatri

Prose-uniddire expert and the country's pre-emised fire biotories and Burtlenather and lengthess Zen student - Discuss the ways of wildfires in the West and what Winnesses to most a criative MA full personner of extent.

Program one of four or generated with the Hantington-USC Institution on Collifer six

### Thursday, July 21, 7 PM Loss Brundy

In conservation with Kerne Rodereck, editor and Joundey L.A. Observed It took fifty years and more before a former real networks through your MX. Law horsesses the world-wale symbol of Hollywood. How did it happen? A marrier interpreter of popular culture examines why the Hallywood sign is unique in the way cities thow themselves to the world.

### Area Sh: An Uncomsored History of America's Top Secret Military Base

In Compression with matter M.O. Lord With suprecedented acress, Jacobson uncovers what really goes on in the Nevada desert, from testing madeur reactions to building super-course, super-some jets to yurseling the war on terror, to an ewering. questions and breaking systes long held by

# Upcoming

# Wednesday, November 16, 2013

### An Evening with Joan Didios. Presented as part of Pacific Standard. Time: Art in LA 1945 - 1980

"As Evening with Joan Diction" in one of fiver public programs on postwer. itserary life in Los Angeles, co-curated by Louise Steinman and David L. Ultin ALOUD at Central Library is proud to be a programming portray of Pacific Standard Throe, the Gesty Besserols Institute's region-wide initiative that focuses on

postwar art in Los Angeles.

# Celebrate the Library!

# Somilay, June 12, 2011

# The 16th Annual Los Angeles Public Library Awards

# Bichard J. Biordan Central Library

Honoring Walter Mosley - 2011 Liter

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1.90 p.m. Reception and Program-Magaine Gardene 6:00 p.m. Bedianswerthe Central Library Gournet Food Stations, Bradings, Music. Dunne and much more

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# Reservations & More

## www.aloudia.org (or 213.228.7025)

ALOUD in Central Library programs are FREE, unless otherwise indicated. Programs are subject to change

### Reservation Policy

As the regiority of ALOUD programs are free of charge, it is our policy to see book. In the case of a FULL program, your reservation may not granulate admir We recommend arriving early. Unclaimed posservations will be released at the start of said prierus.

# Author Signings/book sales

Book signings follow some author programs. Books are available for purchase courtery of The Library Store, Proceeds: From book units support the Lot Angelos. Public Library: Foundation numbers тиского в 10% абассанот ет разубавом отнаве through The Library Store.

Unless otherwise indicated ALOUD programs take place at: Richard J Rim-San Control Library

### Mark Taper Auditorium Downtown Los Augistos 830 W Fifth Street Los Angalos, CA 90003

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On Monday, Wednesday and Friday eventage entrance to ALOUD programs will be limited to the Mark Toper Auditorium emission on l'10th Street. LAPL parking validation is no imper being offered on those eventings

# New Library Hours

Wed, Pri & San 55 AM - 8:30 PM Tues & Titure, 10-AM - 8 FM Sunder & Monday Closed

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# THE WEEKLY

And through the support of the Library Associates





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# Library Foundation of Los Angeles

Upcoming Thursday, June 16, 7 PM

Young Literati presents Alina Simone

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

In conservation with Eric J. Laurence, ECRW DJ and Music Librarian Young Literations in rited to join the Ukrainian been author/singer Alina Simone as she discusses her wickedly bittersweet and hilarious novel Fox Must Go and Win with KCRW DJ Rvie J. Lawrence and traces her hizarry journey through the indie rock world, from disastrous Craigalist auditious with sketchy producers to catching fluss in a

Young

Literati

Foung Literati will host a public reception following the program:

Thursday, June 23, 7:30-PM

Williamsburg sublet.

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Library Foundation of Los Angeles

{ALOUD}

# Upcoming

Thursday, June 16,7 PM

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Young Literati will host a public reception following the program

Thursday, Aune 23, 7:50 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, that and enjoy themselves with the evening's special guests.

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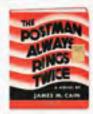




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