



Logo Options

prepared for

HBCU

Library Alliance

Version 3

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Johnston*
DESIGNS

A couple of notes:

These Colors Are Just for Show

We haven't yet settled on a color palette for the brand, so I ended up selecting a generic purple/gold palette for this document. The actual branding colors I am presenting to you in the Branding Options document are totally different from these! I just wanted something that equalized the logos to let them all shine, but that also looked finished in a way that could inspire you, as the reviewer.

In short, ignore the colors and focus on the artwork and fonts!

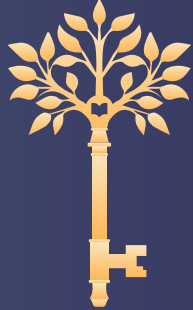
The Logo Layout is Flexible

On the logo mark detail pages, I've shown the graphic paired with the logotype to form a complete logo. You'll notice there are 2 versions: one horizontal (with the logotype to the right of the graphic) and one vertical (with the logotype centered under the graphic).

Once finalized, both versions of the logo will be provided to you, for use as is appropriate. At times space or aesthetics may mean one would work better than the other, so the layout options offer flexibility.

Logos

1



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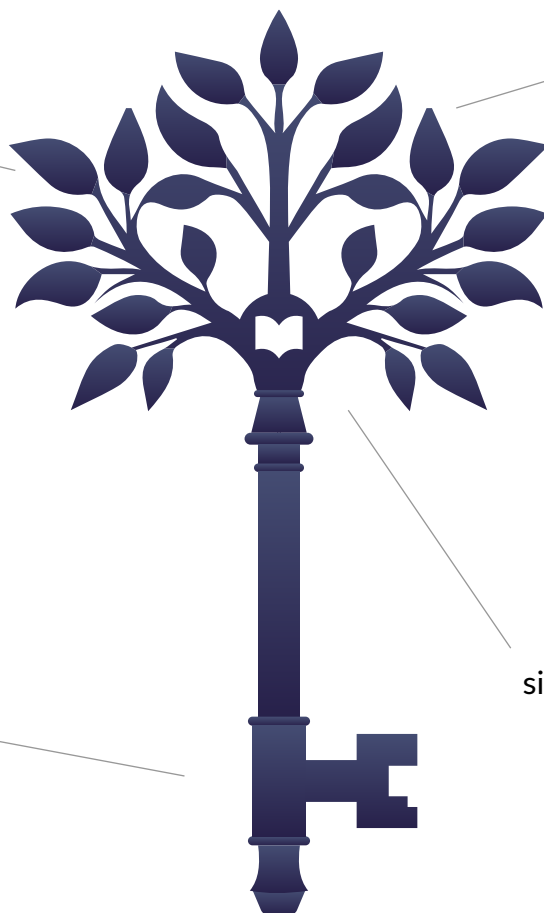


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Logo Mark #1

The head of the key represents the tree of knowledge

3 branches, symbolizing the 3 pillars of learning



The trunk of the tree turns into a key, which represents knowledge and learning

A subtle open book silhouette at the base of the branches

INSPIRATION



For this logo I combined imagery of the tree of knowledge and a key, which also symbolizes knowledge and learning. There are 3 branches (which I designed to symbolize the 3 pillars of learning, although they could have any meaning you'd like to attach to them, or none at all). I've also subtly included the silhouette of an open book at the center of the branches.

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Logo Mark #2

Representation of the tree of knowledge

Branches move out in upward, in an embrace



Leaves of various shapes and sizes, representing community and diversity

An open book, with an intentionally organic shape to match the tree



This logo embodies the tree of knowledge, with an open book at the base. The book is intentionally organic in style, to match the tree's flowing lines. The tree also symbolizes growth, and the upward curving branches almost look like arms reaching out in an embrace. Both the branches and the leaves represent community and welcoming.

WITH LOGOTYPE



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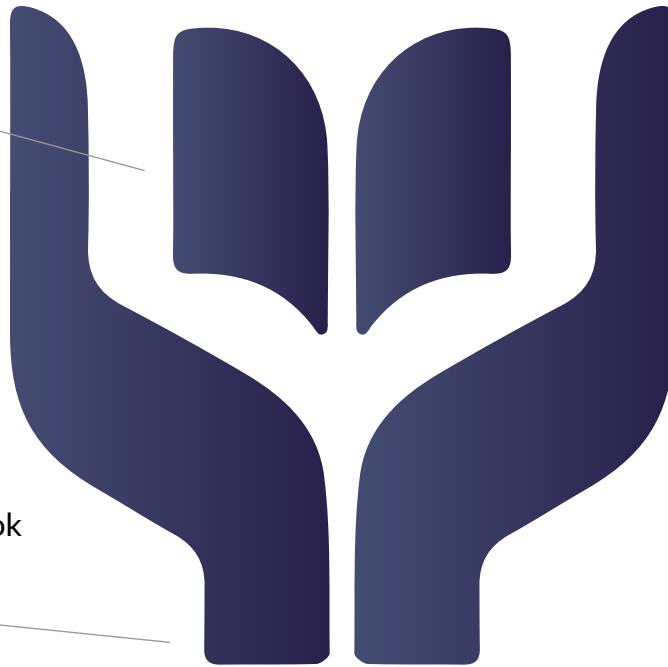
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Logo Mark #3

Silhouette of an open book, with negative space for the spine

The outer shapes represent hands cradling the book

The hands resemble a book scanner for digitization



INSPIRATION



open book



cupped hands

This option is the simplest of the logos, as far as the intricacies of the design, but it is powerful in its simplicity. The symbolism of the hands cradling a book represent community and care, with of course knowledge and learning at the center.

WITH LOGOTYPE



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