

Baltimore County Public Library

# News Release

Contact: John Peige – Marketing & Development  
320 York Road/Towson, MD 21204-5179/410-887-6196/FAX 410-887-3304/www.bcpl.info

---

MARCH 1, 2011

FOR RELEASE UPON RECEIPT



## **Baltimore County Public Library Unveils Modernized Logo**

After 14 years, the Baltimore County Public Library has revitalized its logo. The new logo is a modern update designed to reflect the library's evolving role as a free and low-cost source of information, education and entertainment.

"Research shows that most organizations revise their logos about every nine years, so we are five years overdue," said BCPL Assistant Director Jo Pinder. "The old BCPL logo reflects a time when the electronic age and e-mail was just becoming popular so it focused on the '@' electronic symbol. Our new logo incorporates a holdover element from the former design so it is more evolutionary than revolutionary. The new look also highlights our heritage as a book-oriented institution."

"We conducted a survey two years ago and only 54 percent of respondents felt they could describe the BCPL logo without it being in front of them," Pinder said. "The fact that the logo had been around for more than 10 years and a number of people who identified themselves as 'frequent users' of the library couldn't identify the logo reinforced our need to update."

In an era where doing more with less is an overriding concern, the logo change was timed to coincide with the replacement of deteriorating signage on library buildings and vehicles as well as other outdated logo-sensitive materials. To keep costs to a minimum, the new logo was designed by the library's in-house graphics department and features a two-color design that is versatile and economical to reproduce.

-- more --

## *New BCPL logo/2*

Internal staff will be responsible for most of its implementation. Additionally, the new logo will be phased-in on an as-needed basis, particularly with print materials. “We won’t be printing anything just because it needs a new logo,” Pinder explained. “When we run out of printed materials featuring the old logo, we’ll then re-print with the new logo.”

The BCPL system operates 17 branches and 4 bookmobiles and serves over 5 ½ million visitors annually. BCPL circulated over 10.1 million items last fiscal year.

###