

Hi Sara,

Following is my solution for a refreshing of the “Reading Cowboy” logo.

From our conversations, it seems like many people are actually happy with the existing logo as-is. From a designer’s perspective, I agree: It’s a nice logomark, well-rendered, and it is quite adaptable to a variety of mediums and messages.

I also understand the concern that a cowboy stereotype pigeonholes Montana as being of one type of character, and one that is sometimes viewed as a negative connotation towards native Americans.

So weighing those two perspectives, I don’t really see the need to reinvent the wheel. If most people are happy with the cowboy, I say we just expand the family to include a suite of characters which suggest a variety of Montanans accessing their libraries.

So each character could be used independently to promote specific programs or messages, or they could all be used together. What’s nice about this is that now the “family” features of characters of all ages and both genders. This solution actually increases the flexibility and adaptability of this identity, yet I’ve also incorporated a “Montana Library Services” identifier to unite the characters, and establish some identity and branding. If this is an appropriate or term, I would recommend including it in all uses of these characters.

The following pages depict the characters, and a few examples so that you can view them in context. Kindly review, and let me know your thoughts.

Thanks for the opportunity to work on this!

Luke





Who accesses the library?

MONTANA LIBRARY SERVICES





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Your local library has some great recommendations for **summer reading!**



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audiobooks
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roadtrips!



Check 'em out at your local library

