

Public Comment

Dear Mr. Johnson,

I just read the article by the Montana Free Press about the discussion over the State Library's new logo. I want you to know I think it is awesome, and does not remotely resemble a rainbow. Even if it did, why is that controversial? Absurd. Please count this as public comment that the new logo is appreciated by this resident of Montana.

Sincerely,

Valeri McGarvey

Kalispell, mccgarvey779@gmail.com

To the Commissioners:

I just read the article in Montana Free Press about the new logo being compared to the Pride flag. It doesn't surprise me that Commissioner Hall would make this comparison and object. I don't think it would even occur to most of us.

The idea of a prism, using the colors of a prism, is a beautiful expression of what a library is in the 21 century. Libraries are more than books, they reflect our society and serve EVERYONE in many ways. How anyone sees the Pride flag in this is beyond me.

Please, show the State library as an agency serving all Montanans.

Vicky York

Bozeman, MT, vjreads@icloud.com

Dear Library Commissioners:

I am deeply disappointed to see the Library Commission inserting itself into the rebranding process. It is way beyond the authority and responsibility of a citizen commission. Your job is to provide input and oversight, not get into the technical operations of the Library as an agency of state government nor meddle into the business of graphic design and branding.

The implication that the Commission can/should overrule the rebranding effort because a commissioner was triggered by the sight of something that might be a rainbow is a slap in the face to the professionals who work for the State Library and an insult to Montana taxpayers. It is just laughable to think that there is something "political" about a logo that includes four colors.

This is exactly the kind of cancel culture nonsense that is ruining America. Keep your political agendas out of the Commission's work. The rebrand looks good. Respect the employees of the State Library, respect the branding experts you hired, and respect the taxpayers who paid for it.

Dave Chadwick

Helena, wick47@gmail.com

LOVE THE NEW LIBRARY LOGO!!!! A prism of light that reflects all who use and contribute to bringing knowledge and light to the world. THANK YOU!!

Susan Cahill

Kalispell, montanacahill@yahoo.com

Genevieve,

The current recommended logo is an exemplary choice. It is beautiful .

Dana Longstreth

Whitefish, dlongstreth@wisc.edu

I'm not in favor of the new logo. It doesn't remind me of a library at all, but rather of a large corporation, like big pharma or a tech company. There is nothing in it that says "Library" or "Montana". That is so sad.

At least the current logo looks like it belongs to a library.

How much does this rebranding cost? Are you going to toss out all the old letterhead supplies etc.? How about the cost of new signage? The whole thing seems unnecessary to me. Please let me know the

reason behind rebranding. It's not like you're a for-profit corporation that needs to update its look to remain competitive or anything.

I really wish you would stick with the old logo...

Thanks, and have a great day!

Carmen, cuthbertsoncarmen@gmail.com

Hello, my name is Clare and I've been a cardholder at Imaginelf in Whitefish for 5+ years. I just wanted to write in and let y'll know that I LOVE the new prism logo! I work in media/graphic design, and when I look at the logo you've developed, it inspires me to expand and clarify my thinking—which is perfect for the state library. Please move forward with it!

Warmly,

Clare Menzel, claremenzel@gmail.com

A few commissioners raised concerns that the multicolored logo reminds them of the Pride flag?

This logo, which is clearly a prism, is an excellent choice for our state library. After this article came out I noticed 1) There is no purple...which is part of the rainbow right so how could it be a Pride flag? And 2) If we are going to get picky about color choice one side of the prism has Back the Blue flag colors! We can never make everyone happy but fully support this logo!

I fully support the prism logo and see what a prism does! Shines light in so many ways!

Thanks,

Tara Lee

Flathead County resident, hinestara@hotmail.com

Hi Genevieve,

My first impression is the logo means nothing just to look at it. If you have to explain what it means, it is a poor logo. As it is, it doesn't represent anything about a library. With all the controversy with the colors, I think we would offend many patrons. I showed this to several patrons and they didn't like it. They also said how does represent a library, it doesn't stand out, it is just a symbol with no meaning. It doesn't look like a prism really and having to explain all the different parts means it is not a great symbol. When you look at it, you have no idea what it represents.

Nancy Royan

Director

Wedsworth Memorial Library

Box 526

Cascade, MT 59421

(406) 468-2848

wedsworth.library@gmail.com

Hello and thank you for sending the information and sample logo. Because I scanned the information, I was able to conclude why the logo is designed as it is.

My comments: The colors are clean, bright and attractive.

If the logo design is to "speak" to the patron/citizen about what we do, I don't think that is clear. I had to read the info to understand.

Thank you for asking for our input. A fresh log will be most welcome!

Respectfully submitted,

Gale Bacon

Director, Belgrade Library

gbacon@mtlib.org

Hi, I hope you are the right person to contact for this and I have the correct email!

I use GIS data hosted by the state library regularly for my job and have taken story map training through the MSL as well.

I think the new logo is eye catching and pretty. I can tell a lot of thought and care went into the development of it, and am disappointed to think that the commissioners might decide to waste everyone's time and money and not use it. The colors are great, they are in an order that makes sense aesthetically as well as physically (it is a prism, it has to be in rainbow order) and I hope to see this logo adopted by the MSL.

Thank you,

Victoria Troeger, vtroeger@gmail.com

Hello,

I am Barb Jergeson and I have been on the Blaine County Library Board off and on for the last twenty years. I have used a library card since I was five years old. (I'm pushing 70, so a long, long time!)

I am a huge supporter of libraries and the Montana State Library programs.

I would like to weigh in on the new logo issue. It is beautiful prism design. It indicates the many "facets" that libraries reflect in their communities and the general population.

To declare it representative of something else might be projecting a personal prejudice.

Since when does a rainbow represent anything besides a sign of hope and beauty after the storm?

I am fully in favor of the new design!

Barb Jergeson, 7gjerg@itstriangle.com

To the Montana State Library Commission,

My name is Amelea Kim, and I am the Lifelong Learning Librarian at the Montana State Library. I am submitting this public comment to state my full support and enthusiasm for the newly designed MSL logo that Hoffman York created for our rebranding effort. The amount of thought and care that went into this design process was impressive, and I appreciate how the different

colors of the logo each represent the core tenets and values of the State Library: access, trust, purpose, efficiency, and leading edge. The prism is the perfect representation to tie together all of the services and support that MSL provides, and I am excited to have this logo represent all of us in a cohesive, updated, and modern way.

To address some of the concerns raised at the June Commission meeting - I think that it would be irresponsible to scrap the logo based on the small chance that some people might associate this logo with the Pride flag. For one, the colors in the MSL logo are not a full rainbow, as it is missing yellow and purple. The MSL logo colors are actually the same as the ones used with Google, Ebay, Microsoft, and a variety of other companies that have seen a lot of success with colorful branding efforts. Secondly, even if some people did think of the Pride flag when seeing this logo, I don't think that association would be cause for concern.

I would be greatly disappointed if this design were scrapped - not only have we, the MSL staff, been eagerly anticipating the new branding rollout, but I also believe that it would be fiscally irresponsible to ask for a redesign when so much money and time has already been spent, particularly when the logo has such strong support from those that it will represent.

Thank you so much for taking the time to read my thoughts.

Sincerely,

Amelea Kim

I am a member and user of the Montana libraries. I find the proposed logo for the library tasteful and appealing. Please do not scrap it. I see no relationship to other groups and because of the cost, it seems prudent to keep it as it is. I fear that if we get so concerned about how this might be interpreted because of the colors, we will be reduced to only using black and white.

Thank you for you consideration,

Linda Hoines, hoines1224@gmail.com