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# Memo

**To:** Montana State Library Commission

**From:** Jennie Stapp, State Librarian, and staff

**Date:** July 20, 2022

**Re: Public Comment on the New Logo**

## Summary of Public Comment Received:

### Written Comments received before July 4<sup>th</sup> and presented in the July 5<sup>th</sup> Commission Meeting Materials

14 Comments Total: 13 from the public and 1 from MSL staff

Comments can be found here:

[https://ftpaspen.msl.mt.gov/EventResources/20220629114120\\_21617.pdf](https://ftpaspen.msl.mt.gov/EventResources/20220629114120_21617.pdf)

### Public Comments during the July 5<sup>th</sup> Commission Meeting:

6 Comments Total: 1 from the public and 5 from MSL staff

Comments can be found here: <https://youtu.be/NBhcDI3n4D4>

### New Public Comments Received After July 4, 2022

13 Comments Total: 12 from the public and 1 from MSL staff

Comments listed below

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Just crazy that prism logo wasn't accepted. Does that mean a rainbow in sky is a political statement? My grandson will not be able to draw rainbows in his pictures at school? A prism is a prism. A rainbow is a rainbow. Prisms and rainbows are everywhere in nature. Some people are so conspiracy driven and paranoid these days. So many citizens in this country seem to have lost their reason. And what a waste of good money! So very, very sad that we have come to this.

Deborah Brown , [dkbrown701@gmail.com](mailto:dkbrown701@gmail.com)

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To the Montana State Library Commission,

I am writing in support of keeping the new MSL logo that some believe depict the colors of the rainbow. The rainbow is a natural symbol that many of us enjoy after summer rain in Montana. Rainbows show up in the mountains and the plains. They are as natural as Montana's rivers.

I understand that some people raised objections because the rainbow is symbol of the PRIDE movement. Yes, that is true, but so what? No one organization has the market on what a rainbow means or represents. As a proud combat veteran, I served under the 42nd Infantry Division. Our patch is a rainbow. This unit can trace its origins to the Civil War. General Douglas MacArthur wrote:

**The 42nd Division stretches like a Rainbow from one end of America to the other."  
--General Douglas MacArthur--**

This logo depicts the colors of a prism; a prism that DOES NOT even capture all the colors of the rainbow. I do not even know why we would question the symbol. Libraries, like a rainbow, represents all Americans. Why are we reading so much into one symbol. Please launch the logo, it captures the natural beauty of this great state.

Sincerely,

Angela Archuleta, [afarchuleta@gmail.com](mailto:afarchuleta@gmail.com)  
KW Vina Elementary Librarian  
LTC, MT ARNG, Retired

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Committee Members:

As a Montanan born and raised and a public library patron I see nothing amiss with the new colorful logo that's been designed.

Primary colors are always eye catching as are illustrations. I heartily approve of the logo colors and design as presented to the commission.

Cathy Jamruszka, cathy.jamruszka@gmail.com

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To: The Montana State Library Commission

From: Bryce Maxell

Program Coordinator

Montana Natural Heritage Program of the Montana State Library

Date: July 5, 2022

RE: Support for the Hexagon and Prism Logo for the Montana State Library

Dear Commissioners,

I am away on annual leave today and unable to attend the commission meeting as it conflicts with some family plans. I am writing in support of the hexagon and prism logo for the Montana State Library that was recently developed by executive staff at the Montana State Library in conjunction with Hoffman-York. When the new hexagon and prism logo was revealed to staff its symbolism had an immediate positive connection with me.

The Montana State Library is Montana's warehouse of geographic information and hexagons are widely used in geographic information system mapping because they tessellate or tile together perfectly in covering any surface. Hexagons also have the unique property of being the mapping unit requiring the shortest side length, which is why bees use this shape in the walls of their honeycombs, and they pack within the vertices of one another so that they can be systematically nested at different scales. In short, the hexagon is a perfect shape to represent information housed at the State Library.

Similarly, the Montana State Library is composed of a number of programmatic areas that are well represented by a prism as the white light of the entire State Library is composed of a full spectrum of program areas. We are individual programs that serve Montana citizens in different ways, but together we are the Montana State Library.

I am personally attracted to the prism because its properties were discovered by Sir Isaac Newton, one of the greatest scientists of all time. While the wonders of a rainbow are surely appreciated by all Montanans and, in fact, any person who has ever lived, Newton designed the experiment that

documented how wavelengths of light are separated into individual colors. When I showed the new logo to my son, who just finished 5th grade, he immediately said, "Dad, this reminds me of Newton's color wheel." He then went on to describe how a spectrum of colors on a wheel when spun seemingly magically appears white to the observer as the shutter speed of our eyes is not fast enough to separate them out. Among other things, Newton's discovery has led to our understanding that the universe is expanding, and that water and other chemicals essential to life are present on planets orbiting stars many light years from us.

Those are the connections that the hexagon and prism logo make for me, but it is clear to me that the hexagon and prism logo can provide a limitless set of meaningful connections to patrons of the Montana State Library. What could better represent the Montana State Library than limitless opportunities that can be opened to patrons who use information provided by the Montana State Library?

Sincerely,

Bryce Maxell

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Mrs Scribner...

I am writing in regards to the library logo that was apparently voted down.

If this logo should come back up for reconsideration ... I, for one, am very much opposed to it!! There is nothing there that is indicative of either libraries/learning/books OR our great State of MT! Surely your graphic designers can arrive at a better depiction of both libraries and our State.

Thank you for your service on this commission ..

Sandra Turnbull  
Missoula MT

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Hi Kenning,

I regret not getting back to you in support of the prism/rainbow logo but wholeheartedly appreciate your vote to accept it!

I am also thankful that you will be working with Ms.Stapp on a new logo that will reflect the breadth of our state library! We have a remarkable institution.

Best wishes and I look forward to the next meeting!  
Sally

Sally Behr Schendel  
P.o. Box 325  
Sheridan, MT 59749

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To Those of You Who Voted Down the New Prism Logo:

Thank you to the four commission members who voted down the new design for the Montana State Library.

It took courage and loyalty to moral beliefs. It stands in the gap to protect and defend the state's future through upcoming generations.

You also have given me hope that the tide is finally turning against those seeking to undermine, overturn and replace longstanding Montana and Christian values.

I salute you! Thank you! Go, Commission, go!

Kathy Folden  
Kalispell  
[kfolden@reagan.com](mailto:kfolden@reagan.com)

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Kenning,

In reference to your search for a new logo. Instead of hiring a design firm what would you think about putting out a design contest with the university and/or high schools and offer a top prize of maybe \$ 10,000 for the winning design. Then you would have a variety of ideas. And it would be a lot cheaper

Pete Melniker  
President  
Double Diamond Halter Co., Inc.  
406-570-4270

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Dear Commissioners Arrntzen, Hall, Kerr, and Scribner,

Of course you voted against the prism logo because it reminded all of you, and you were fearful it would remind many conservative Montanans, of the LGBTQ colors. You lacked courage. You also missed an opportunity, as conservatives, to have a conversation with those who might question you, to say that in this day and age, libraries are truly prisms, giving those walking through their doors entree to a huge variety of resources and services which go far beyond just books and which provide educational opportunities unrivaled in our lifetimes, and that is why the logo is there. Apolitical and appropriate. Displaying colors of the rainbow doesn't mean you support any cause, you could have said. It could have been a calm, teaching moment, no? But you didn't.

My belief is that you put politics and fear ahead of your duty, like so many are doing these days. This was not a vote you can be proud of.

Tom Stonecipher

[99stonecipher@gmail.com](mailto:99stonecipher@gmail.com)

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Good day -- I just wanted to say I think the logo design voted down recently is really beautiful, unusually so, in fact. What a shame to discard it.

Patricia A. Hogan | 1650 South 12th West | Missoula MT 59801

406.543.5509 -h | [reckless50@gmail.com](mailto:reckless50@gmail.com)

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Dear Ms. Scribner,

Is it possible to back out of the library logo contract?

Do the funds allocated to introducing the new logo include online training/information, for business owners, teachers, the public, about availability on what the Montana library has to offer in resources, or is the remaining 200K just to explain what the logo represents?

I believe that a student competition in Montana can come up a great logo.

(I don't agree we needed to spend hundreds of thousands of trustee, or any funds, on a new logo and rollout, to tell people what it means.)

What is the best use of funds going forward?

If the contract must be finished, can it be amended to have the State library website include tutorials for users ( students, teachers, etc) on what is available in the MT library system?

Thank you for your time.

Sincerely,

Stuart Yatsko

Great Falls, MT, [yukonyak55@gmail.com](mailto:yukonyak55@gmail.com)

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4021 O'Leary Street - Unit A

Missoula, Montana 59801

July 17 2022

Montana State Library Commission  
1515 East Sixth Avenue  
P.O. Box 201800  
Helena, Montana 59620

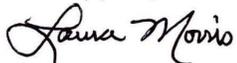
To the MSL Commission:

I'm very upset that the commission has chosen to waste nearly \$300,000 on a logo, as reported in the July 14th Missoulian. Hiring a private company to create a logo for a price that could likely pay a full year's salary to five or six librarians, when our state school superintendent sees fit to cut back on librarians in our schools seems very, very foolish.

Here is how the new design should be handled: Send out letters to high school and college art teachers with a proposal for a logo design contest for Montana art students. Offer a \$2,000 college scholarship for the winner. You'd be saving hundreds of thousands of dollars that could otherwise be spent on better things.

Please stop wasting money on things that are of no service to the people of Montana.

Sincerely yours,



Laura Morris

Dear Mr. Johnson,

Thank you for your thoughtful challenges to your peers to look beyond the politics and towards the mission of the state library. I hope that you find a positive path forward and we end up with a brand that truly captures the capacity of the library system.

Best,

Zack Terakedis

Billings, MT, [zackterakedis@gmail.com](mailto:zackterakedis@gmail.com)