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Memo

To: Montana State Library Commission

From: Jennie Stapp, State Librarian, and staff

Date: October 11, 2022

Re: Public Comment on the New Logo

Summary of Public Comment Received:

Written Comments received before July 4th and presented in the July 5th 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

Public Comments presented during the July 5th Commission Meeting:

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

Comments can be found here:

https://ftpaspen.msl.mt.gov/EventResources/20220629114120_21617.pdf

Written Comments received before Aug 2nd and presented in the Aug 3rd Commission Meeting Materials

1 Comments Total: 1 from the public

Comments can be found here:

https://ftpaspen.msl.mt.gov/EventResources/20220802125703_20680.pdf

Written Comments received before Oct. 11th and presented in the Oct. 12th Commission Meeting Materials

3 Comments Total: 3 from the public

Members of the Montana State Library Commission:

As a concerned citizen of Montana and a member of the Friends of the Library in Glendive, I am writing to express my extreme disappointment in your vote against the proposed new logo. Especially distressing was Tammy Hall's mention at the June meeting that the logo's colorful prism too closely associated the library with the LGBTQ Pride flag. At the time, she said the logo would be "setting us up for a very unnecessary battle politically." She went on to say that this four-colored logo will "set off a firestorm" that will be used as a "very political, explosive weapon." A weapon against whom?

Equally disturbing was the comment by Robyn Scribner who declared she "...had nothing against the Pride flag, but I do believe that Montanans possibly could see that, because I did." Later when it came time to vote, Hall attempted to retract from her earlier objections stating her opposition to the design had nothing to do with the colors or the prism, but was in part due to the lack of books included in the logo. The premise behind a rebranded logo was to show that libraries in today's world are so much more than books!

I applaud Commissioner, Dalton Johnson, who urged his fellow members to think broadly about the library's purpose and to expand their thinking by imagining an alternative future and going beyond what is safe, stale and culturally determined norms. Kenning Arlitsch rightfully pointed out the differences between the Pride flag and the proposed logo, stating the Pride flag has 11 colors and the proposed prism logo has only 4. Are we as a society, going to avoid any reference to a rainbow from this day forward? Peggy Taylor also had the good sense to vote to accept the logo design.

By the 4-3 vote to reject the proposed logo, I feel the LGBTQ community has received a slap in the face at a time when it's already fighting many unfair battles. If members of the LGBTQ community can't feel safe in a library, what kind of a world have we created?

Since the Commission has already spent \$130,000 to create this new logo, I ask you to please reconsider your decision and accept the beautiful new design. Sharon Hardwick, the state library's human resources specialist said it best, "We are much, much more than a stack of books." "We are resources, information, directories, maps, technology, government information, natural heritage informant and education...I can't think of a better representation of what the state library is than a prism. A single point where information enters, and exits as a full spectrum of services and resources that truly create a greater state of knowledge."

Respectfully yours,

Carole Wilondek

714 N. Meade Ave.

Glendive, Montana

From: info@melab.us <info@melab.us>
Sent: Wednesday, October 5, 2022 1:57 PM
To: Stapp, Jennie <JStapp2@mt.gov>
Subject: [EXTERNAL] Comment on proposed logo

Ohh, your updated version is MUCH better!
Now it definitely is not a rainbow, or a book!
And the colors are SO MUCH BETTER!
Wow, did this cost another \$130,000?

Knock it off.
If you must have a new logo then change the logo to the Montana state flag.
Stop wasting taxpayer money on frivolous B.S. like fancy color logos.
Stop pushing the LGBTQ+ agenda in EVERY facet of our lives.
Just stop.

Use the old logo or the Montana state flag.

Jon Cuthbertson
Kalispell, MT

From: S Bradley <sb1ib12@gmail.com>
Sent: Monday, October 10, 2022 8:19 PM
To: Stapp, Jennie <JStapp2@mt.gov>
Subject: [EXTERNAL] Public Comment on State Library Logo Rebrand

Dear Members of the Montana State Library Commission,

I am writing to express my support for the new state library logo. I was in full support of the previous logo and am happy to see that the prism idea has been retained. As the commission knows, the State Library is less about books and more about the different types of information that the library provides to the state. The prism in the logo is a perfect representation of how the state library "transforms information into knowledge". Anyone who insists that the State Library logo needs to contain a book is completely out of touch with the services provided by the State Library. The State Library provides a myriad of services to support the residents of Montana, services like the Shared Catalog, Cadastral, Talking Book Catalog, Montana Memory Project, MontanaLibrary2Go, and a treasure trove of GIS/Map data. Using a prism very accurately and imaginatively represents the breadth of knowledge that the State Library provides to our state.

The new colors in the logo are nothing short of genius. Using colors directly from our state flag ties the knowledge provided by the library to the heart of our state. Good job whoever thought of this, absolutely brilliant.

I hope the Commission approves this logo, so that they can move on to more important agenda items. Continuing this logo discussion any further would just continue to waste time and money that should be going towards much more important things.

Thank you,

Star Bradley

Livingston, MT