



Revitalizing the Maritimes Health Libraries Association's Logo: A Cost-effective, Creative Solution

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Introduction

The Maritimes Health Libraries Association has been undergoing a renewal. A membership survey identified the logo and website as in need of a new “look” to continue conveying credibility. Our working group was formed to design a new logo, which would then set the tone for the rest of the Association's web presence. The Executive provided a tentative budget of \$500 CAD.

Description

After consulting industry experts, we decided to partner with a Nova Scotia Community College design instructor and a group of his current students. We solicited appealing examples of existing organizational logos from our membership and presented the examples along with our mission and values to the design students for inspiration. The students pitched a total of 26 logo concepts to the logo working group. The group shortlisted three finalists after iterative rounds of selection. Members voted on the three using a survey distributed via the MHLA listserv. As a thank you, a pizza party was arranged for the design class and the winning student received a letter from the Association for their portfolio.

Outcomes

Old Logo



New Logo



Our Association was able to renew its logo and look while involving the entire membership in the decision-making process, partner with other institutions in the community, and provide students with real-world experience as part of their class project. Our project came in under budget and took less than a year to complete.

Discussion

We highly recommend this approach to other library associations seeking cost-effective and timely rebranding options. Considerations should include timing of the academic year, adequate compensation for students, intellectual property rights, and the ability to liaise in person with the instructor and students.

OUR PROCESS

Strategic planning session

Logo Working Group created

Search for design program partners

Example logos solicited from membership & presented to students

Student logo designs received

Shortlist created by Working Group

Membership polled to select final logo

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