



Arlington Public Library Updates Visual Identity

September 4, 2018 | News Release

- *Emphasizes Library's central role in the community.*
- *Tagline "Everyone Has A Story" created to inspire conversation and embrace diversity and inclusion.*
- *Visit library.arlingtonva.us/our-promise for more information.*

Arlington Public Library is unveiling an updated logo and tagline, along with its extensive line-up of fall activities—ranging from world-class author talks, fun and creative ways to celebrate your freedom to read during *Banned Books Week*, and thought-provoking *Hispanic Heritage Month* programs.

The updated logo retains the familiar book graphic, as reading and information remain central to the Library's mission. The addition of a bold "X" emphasizes the position of the Library as the public commons, an educational and cultural destination for tens of thousands of Arlington residents and Library patrons.

"Contemporary public libraries are more than just books. They are meeting spaces, business incubators, places of refuge. They are inclusive and they enhance the quality of community life. 'X' marks the spot reminds us of the Library's role as both a community builder and a beloved gathering place," says Library Director Diane Kresh.

The visual identity was developed in-house by the Library's communications team and integrates prior strategic planning and engagement efforts. The new tagline—Everyone Has A Story—highlights our commitment to inclusion and diverse points of view. "We are always looking for new ways to meet the needs of our growing community," says Kresh. "The tagline mirrors our promise to be a wellspring of ideas and community conversation."

Arlington Public Library will use the tagline in its outreach and messaging and in conjunction with the Library's long-standing community oral history program.

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*Arlington Public Library is the heart of a thoughtful, inclusive and dynamic community
where people and ideas connect.*
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