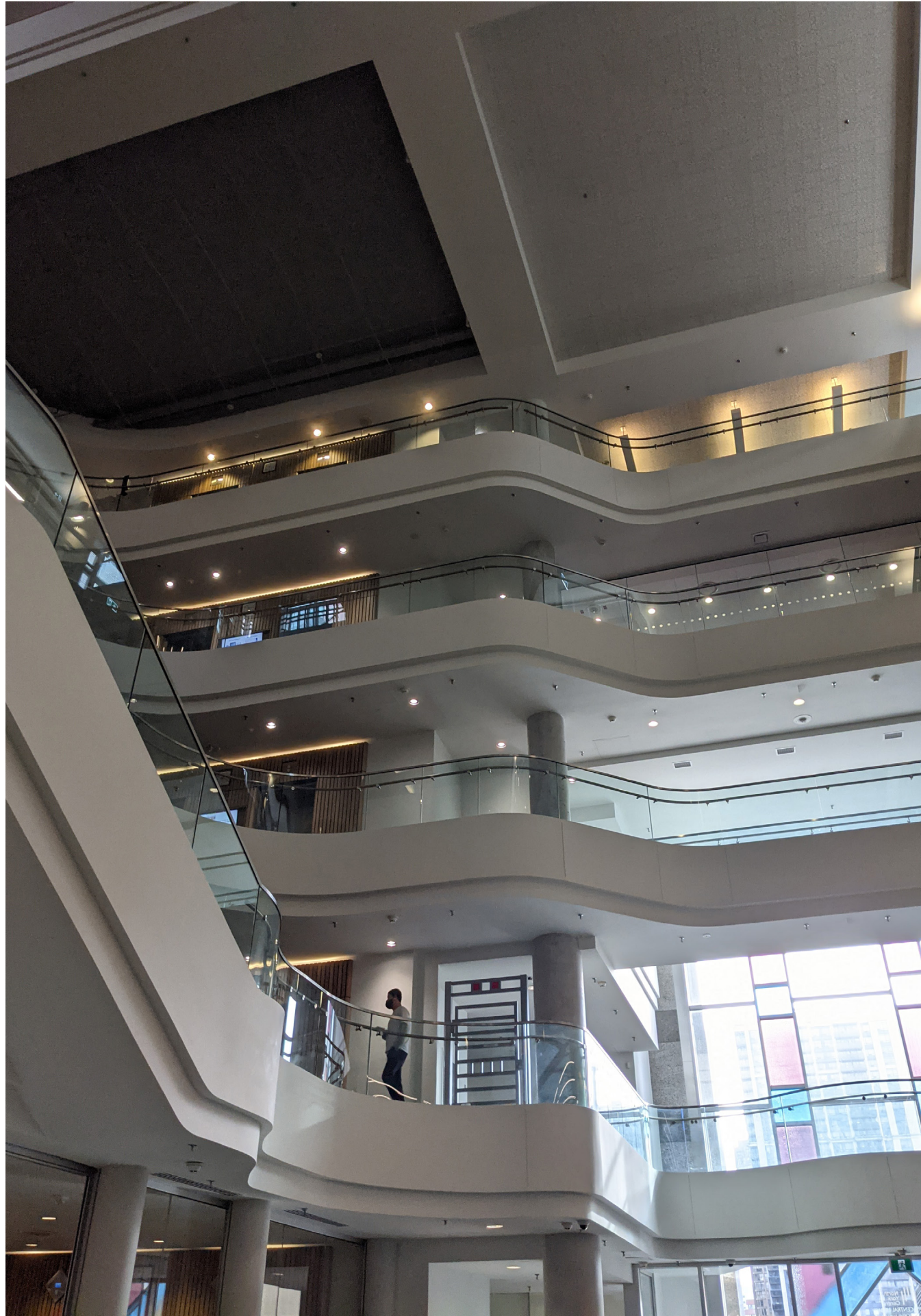


tpl ● **toronto**
● **public library**

**A Proposal From
Brett McDonald-Curtis**



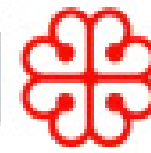
Toronto Public Library

The Toronto Public Library (TPL) is an institution in the city of Toronto, fulfilling its nominal service as a library for the public. Initially founded within the limits of the old city of Toronto, upon amalgamation it gained the various libraries existing under the surrounding municipalities in the Yorks, Etobicoke, and Scarborough. Because of this, TPL is the largest public library by number of branches in North America, as well as having the highest per capita circulation than any other library in the world. Aside from providing a number of important materials to various groups of people across the city, it has many services in youth book clubs, training in adult literacy, particularly with ESL, lectures by authors and various other speakers, etc. It also has hold on materials aside from books, such as music, video, and more academic holdings such as records and original copies of works for reference.

Project Purpose

The primary goal of the rebrand is to establish The Toronto Public Library as a modern and accessible institution and make it relevant to a younger, digital-first generation.

Bibliothèques
Montréal



Österreichische
Nationalbibliothek

Market Examples

For obvious reasons, the branding for libraries typically consist of wordmarks, occasionally with the addition of a creative use of typography. In case of cities like Montreal, the wordmark of the library is shared with that of the city, only identified as such institution with a byline. Some cities in North America prefer to use roundels, sometimes indicative of a physical feature of the library, such as with New York or Chicago, an abstract shape like Calgary, or an icon of a book like with Los Angeles. Institutions like the Austrian National Library have a more formal look to them as they're designed to resemble a government branch which requires more class than typical sorts of branding. Other examples such as Vancouver or Amsterdam have very playful type elements that can be used in a wide variety of ways.



New York
Public
Library



LOS ANGELES
PUBLIC LIBRARY



CALGARY
PUBLIC
LIBRARY



General Strategy

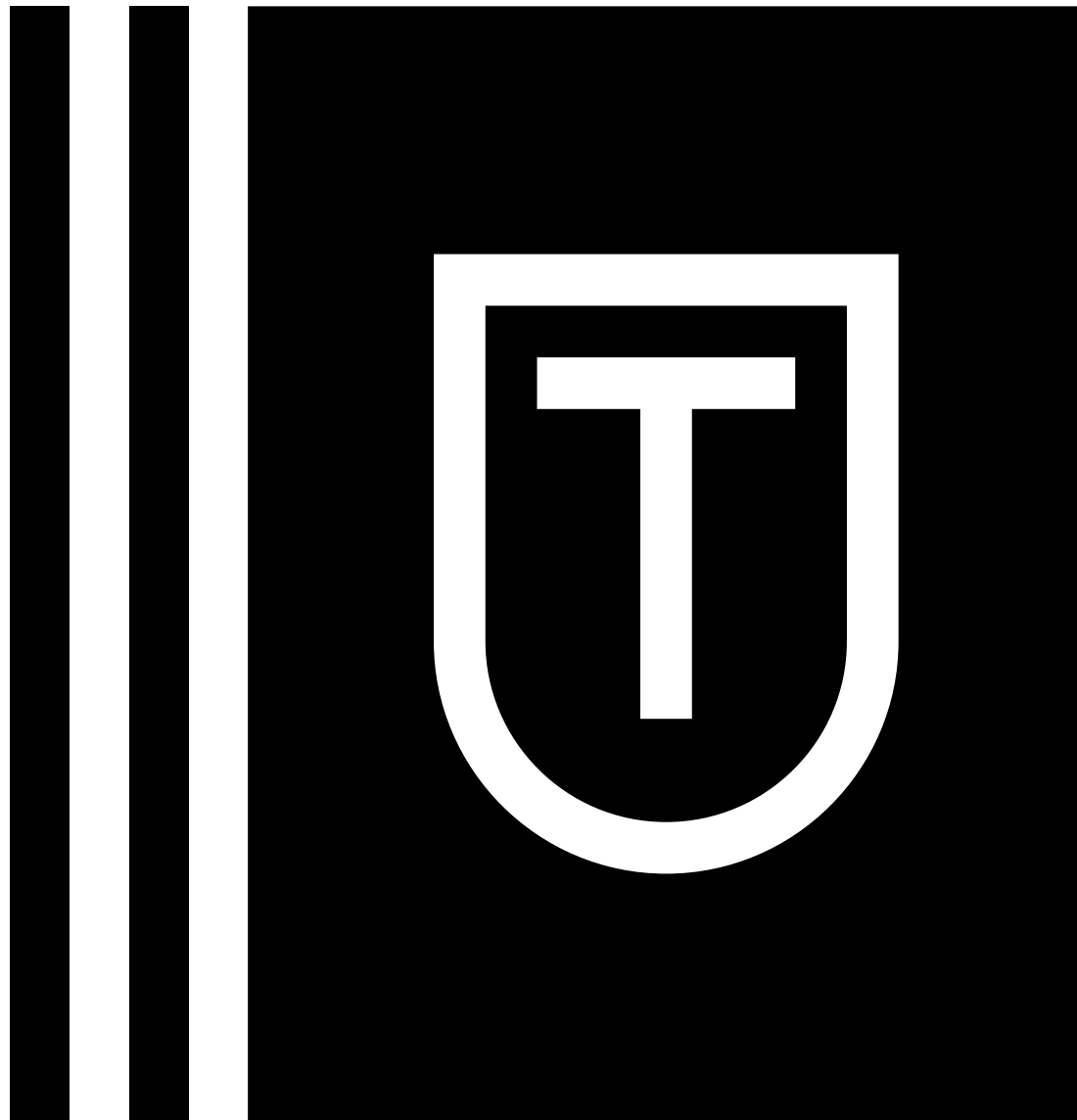
Having more dynamic imagery and being more playful with the typography can help TPL stand out from other libraries, emphasizing importance of the written word and the library's importance to that end.

Typography

The TTC in Toronto uses a variant of Futura for display type; it has cemented Futura as a defining typeface of the city. Therefore, using it as display type for TPL seems logical. Likewise, the body text for copy, sublines, etc, is typeset in Century for a modern but classy serif look.

Realigned Equestrian Fez

Realigned Equestrian Fez

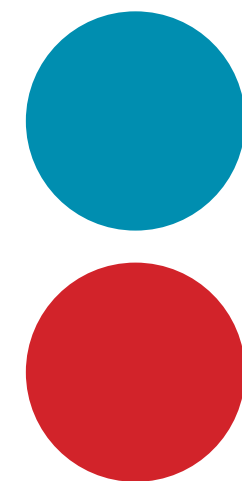


“Book” Logo

Simple vector graphic of book stamp with a shield and letter 'T', reminiscent of shields used to academic institutions, associations with learning and education. Primary strength is being visible at small sizes.



Profile



Colour Scheme



Toronto Public Library

Find Us @: torontopubliclibrary.ca



Toronto Public Library

Date:
From:
To:

dd Mon. YYYY
789 Yonge St. Toronto, M4W 2G8, ON.
Recipient's Address.

Dear Recipient

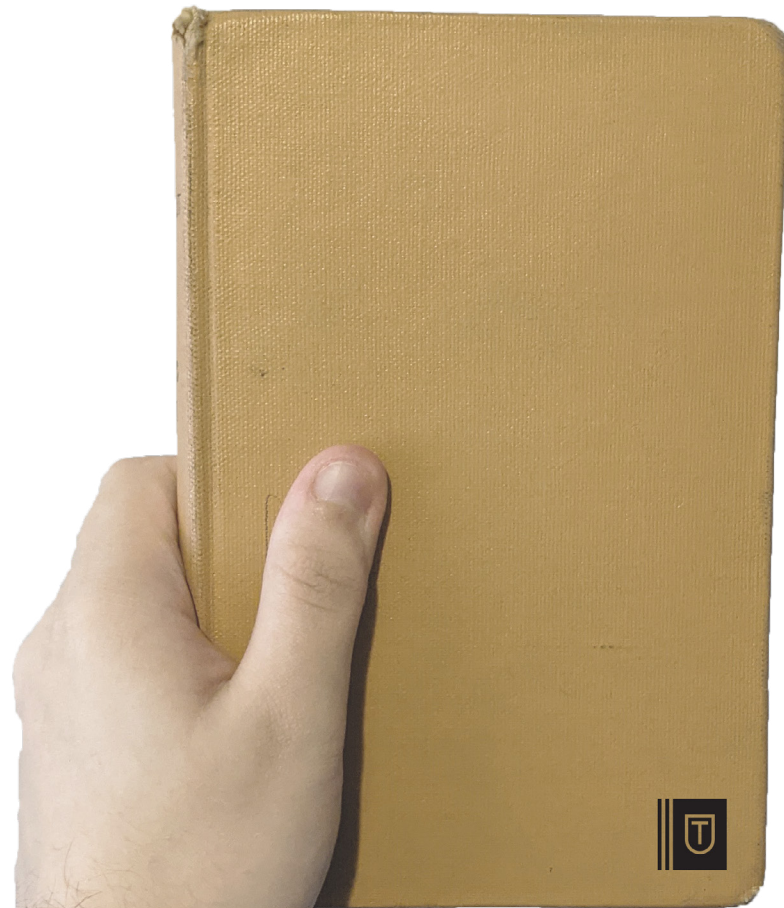
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Writer

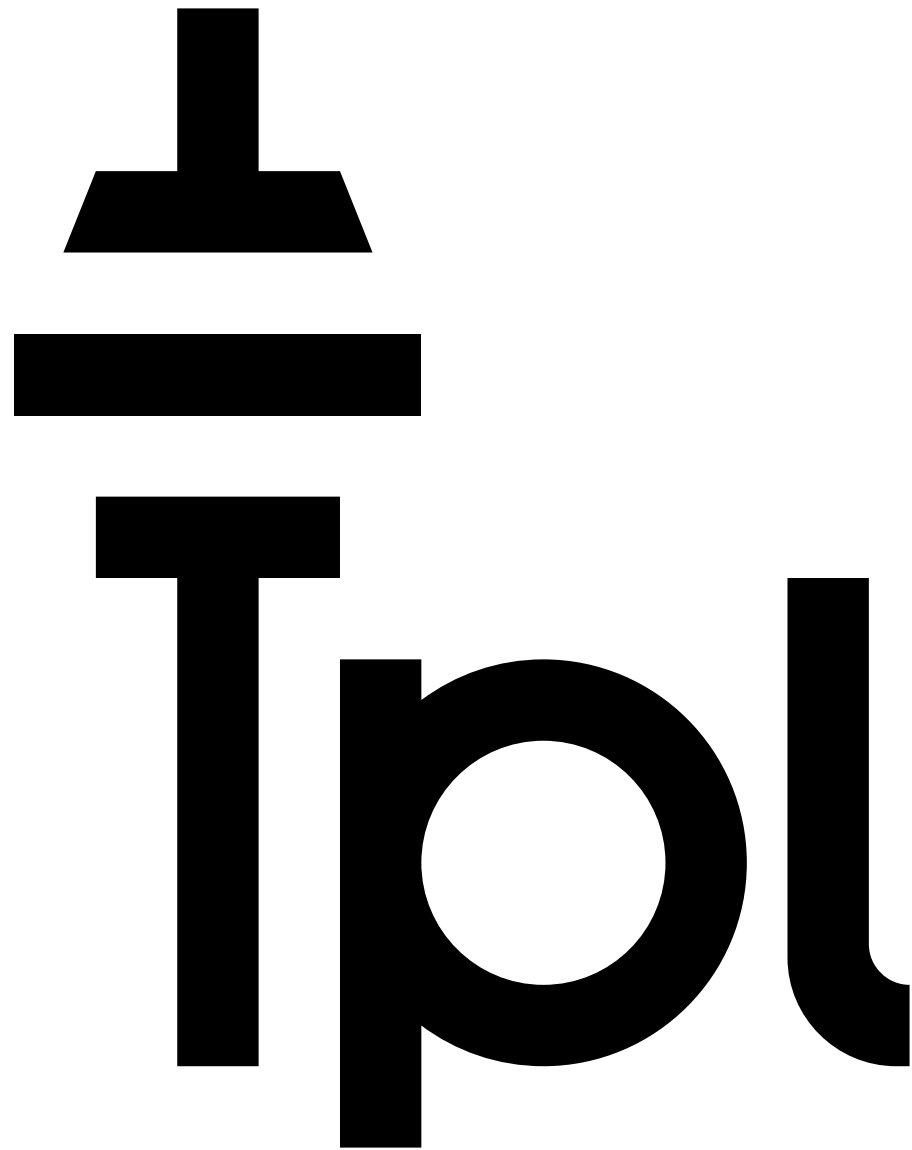


Business Card



Bookstamps

Letterhead

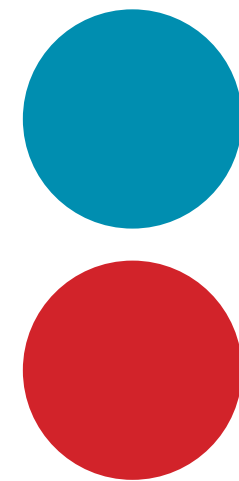


“Tower” Logo

Similar to the current logo, helps recognition, uses the letter 't' to represent the CN Tower. Keeps the identity of the city in the mind and draws the eye with a novel, fun interpretation.



Profile



Colour Scheme



Toronto Public Library

Date:
From:
To:

dd Mon. YYYY
789 Yonge St. Toronto, M4W 2G8, ON.
Recipient's Address.

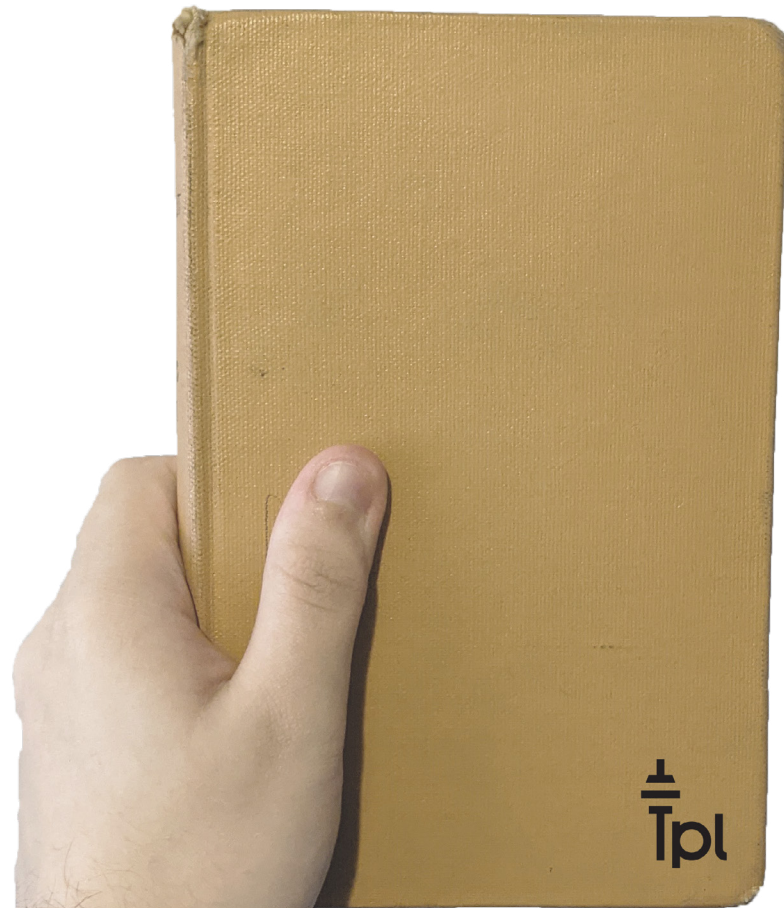
Dear Recipient

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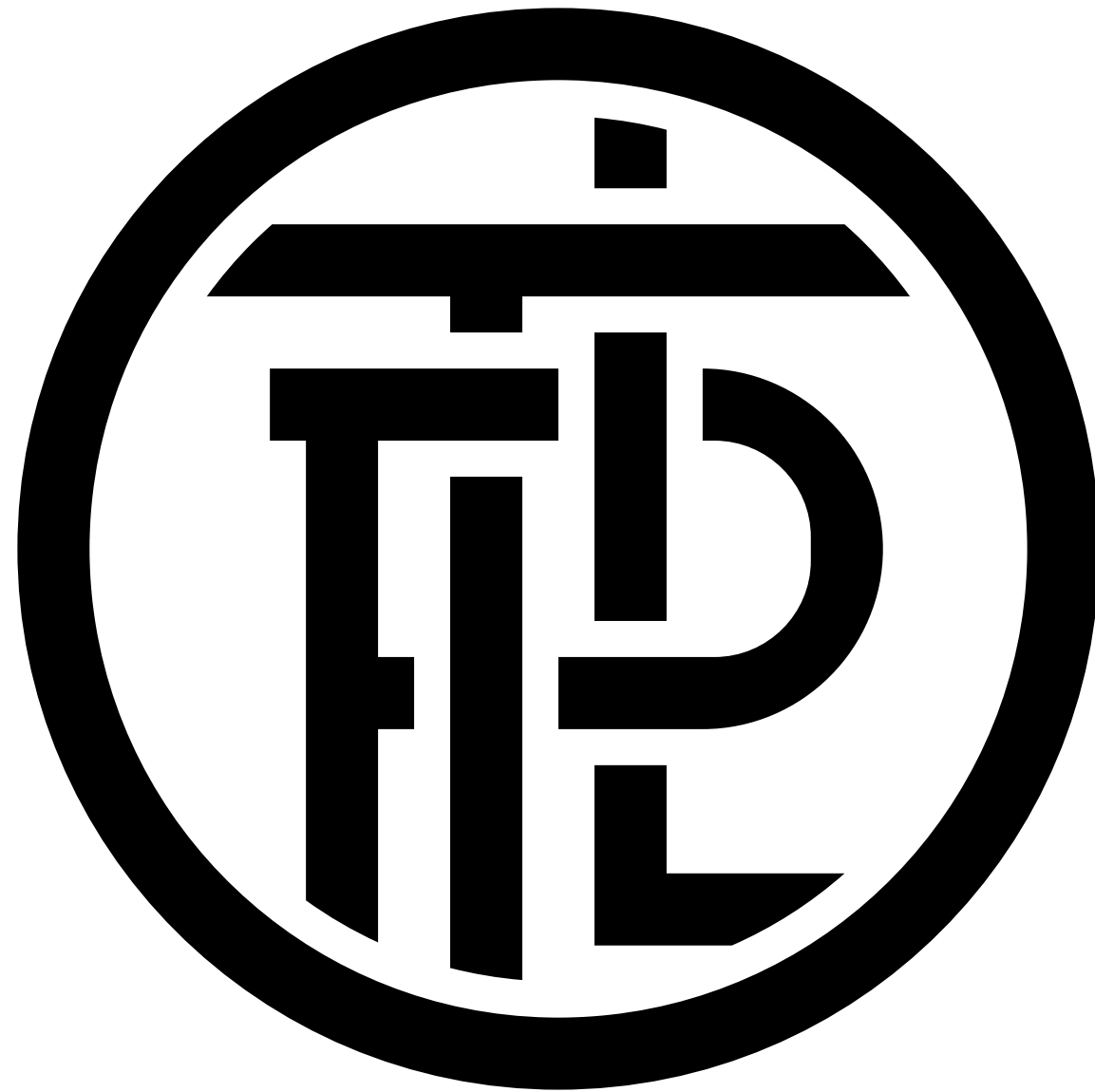
Writer

Business Card



Bookstamps

Letterhead

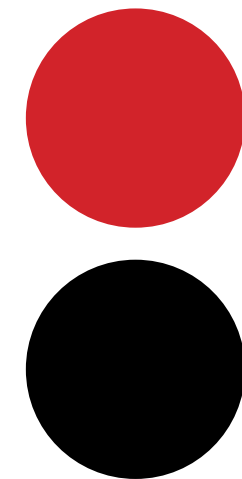


“Stamp” Logo

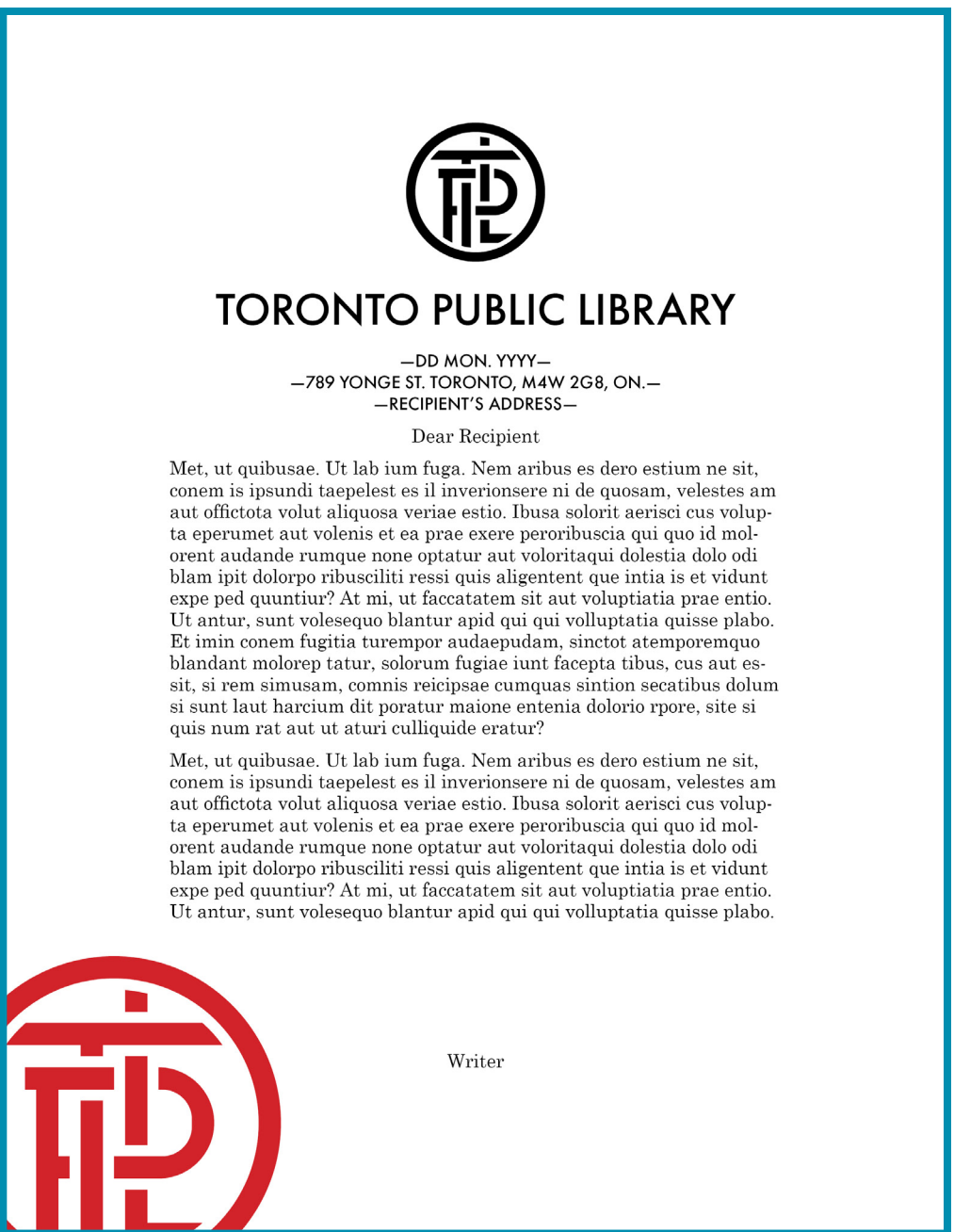
Cues taken from TTC logo, 3 letters stitched together in a roundel. Easily identifiable via contour, rewards anyone who sees the letters and makes the connection. Very dynamic use of typography to highlight playfulness.



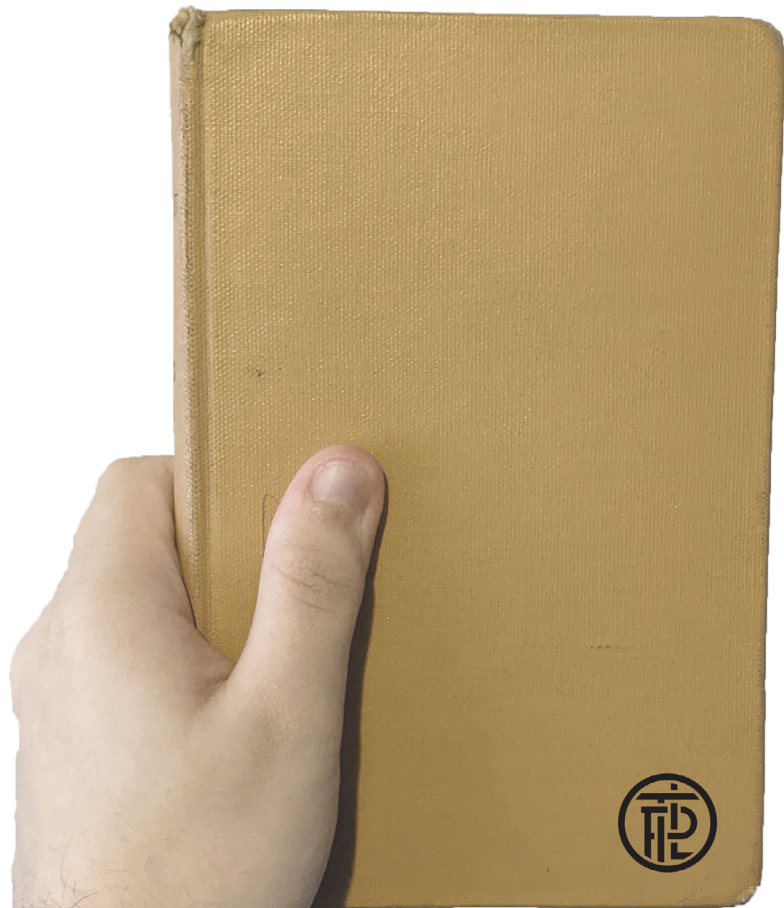
Profile



Colour Scheme



Business Card



Bookstamps

Letterhead

Thank you for the consideration.

**Brett McDonald-Curtis
bmctoronto@gmail.com
@bread_n_citrus**