

**YALSA Board of Directors Meeting
ALA Midwinter Meeting, Atlanta
January 20 – 24, 2017**

Topic: New YALSA Logo

Background: In May 2016 YALSA’s staff contracted with a graphic designer to create a new logo for YALSA, as part of YALSA’s new organizational plan and vision for teen services. The Board reviewed and discussed the three options presented by the designers in Sept. and Oct. Sarah Hill presented a proposal for the board’s consideration via virtual discussion in Oct. 2016. The board did not approve this proposal. In order to be entered into the official record of the organization, this document is presented as a consent item for the Board’s 2017 Midwinter Meeting.

Action Required: Consent

About Logos

According to industry best practice, logos should possess all five of these qualities:

- Simple
- Memorable
- Timeless
- Versatile
- Appropriate

Logo Options for YALSA (see page 3)

- **Concept #1 Overlapping colored boxes**
- **Concept #2 Geometric Y**
- **Concept #3 Butterfly**

Staff Recommendations

1. Move forward with Concept #2 Geometric Y for the following reasons:

- The logo is simple
 - It works well in both full color and single color options, which is critical because YALSA uses single color logos on both print and digital materials. Full color logos cost significantly more to put on print materials
- The logo is memorable
 - The shape is more than a logo. Its unique and distinctive form can become an icon people immediately associate with YALSA
 - In contrast, Concept #1 with the overlapping colored boxes only works well in full color. When shown in a 1 or 2 color format (see the .pdf), the logo becomes less visually interesting. As a best practice, logos should work equally well in both full and 1 color. Think about companies like ABC,

Toyota and UPS for example. All of their logos are equally strong in one color.

- The logo is timeless
 - While no one can say for sure if a new logo will stand the test of time, Concept #2 does not have a trendy quality to it that could make it quickly feel dated
- The logo is versatile
 - The design is adaptable and flexible, and can be changed to include other colors or images to customize the logo for specific events or audiences
 - As an example, do a Google image search for the logo for Hillary Clinton's campaign. The logo is shown in shades of pink for Breast Cancer Awareness month, in rainbow colors to appeal to the GLBTQIA audience, etc.
 - The design works well in both large and small formats (think icon for Twitter)
- The logo is appropriate
 - The image is meant to represent turning a page, which is what YALSA is doing with its new strategic plan
 - The font with the letter Y and the last A leaning in toward each other is meant to represent YALSA members coming together as a community
 - In contrast, Concept #3 of the butterfly doesn't work as well because there isn't an obvious or strong correlation between an image of a butterfly and what YALSA represents

2. Abandon the idea of a membership wide vote on the logo, because only one of the three options created by the graphic designers is completely viable. Instead, build in member engagement in other ways. For example, since the logo is meant to be versatile/changeable, have a contest where members are encouraged to customize the logo in some way and submit their entry for judging and/or a prize

Additional Resources

- The 7 Dos and Don'ts of Logo Design, <https://ww.deluxe.com/blog/the-7-dos-and-donts-of-logo-design/>
- 7 Logo Design Best Practices to Differentiate your Brand, <https://gospaces.com/blog/87238916-7-logo-design-best-practices-to-differentiate-your-brand>
- Vital Tips for Effective Logo Design, <https://www.smashingmagazine.com/2009/08/vital-tips-for-effective-logo-design/>

#1 Overlapping shapes:



#2 Geometric Y:



#3 Butterfly:

