

Summer Reading at New York Libraries

Using Our Logo/Brand Identity to Promote Summer Reading

The New York State Library is proud to promote Summer Reading at New York State Libraries. Each year, the CSLP commissions artwork to illustrate the themes of the programs for children and teens, and this artwork is used throughout the materials for that year.

To maintain continuity from one year to the next, The New York State Library has developed its own Brand Identity and Logo for Summer Reading at New York Libraries, to help focus the general public, as well as the media, on the programs offered at the 1,100 public and branch libraries in New York State.

Logo Appearance & Usage

The **Summer Reading at New York Libraries** logo is made up of the words “Summer Reading”, in a playful, colorized font (Pixie), and underneath, “AT NEW YORK LIBRARIES” (Meta Plus Bold), separated by a yellow rounded bar. To the left of Summer Reading is a stylized image of the Statue of Liberty, reading (instead of holding) a book, while wearing sunglasses.

The image conveys the three major components of our brand: Summer (sunglasses), Reading (an open book) and New York State (the iconic Statue of Liberty). The illustration style is playful, and cartoon-like to appeal to children and teens. Above all, the logo image is meant to convey fun, because that’s what the Summer Reading program is all about: having fun with the pleasure of reading and related literacy-promoting activities.

To assure continuity and to protect the **Summer Reading at New York Libraries** brand identity, these elements should always appear exactly as shown below.



The logo should be used as shown
in 4-color wherever possible.



In instances where B&W (or one-color) is required,
use the grayscale version of the logo as shown.

The Summer Reading Brand Identity and Logo Materials

can be downloaded from either of these Web sites:
www.nysl.nysed.gov/libdev/summer/facts or
www.summerreadingnys.org. Or you can request it by
email or other means from Karen Balsen, Program Coordinator,
Summer Reading at New York Libraries:
email: kbalsen@mail.nysed.gov phone: (518) 486-2194

