

About Our New Logo

Together, these visual elements and the meaning behind them reinforce our identity as a library that is deeply connected to its community, responsive to its needs, and always looking ahead.



what

Our new logo is more than a visual update—it's a reflection of who we are, what we value, and where we're headed as a library and as a community.

how

We designed the new logo by building on the familiar elements from our previous design, modernizing them into a more versatile and contemporary format. This thoughtful evolution honours our history while providing greater flexibility for today's graphic design and communication needs.

Book & Wi-Fi Symbol:



At the heart of the design, the enlarged book and Wi-Fi symbols represent our mission: to connect and inspire through ideas, programs, resources, and technology.

These elements demonstrate how we bridge traditional and future information needs—honouring the past while embracing innovation. They reflect our commitment to being a library that is both rooted and forward-thinking.

The Wheat:

The wheat symbolizes our growing, rural community—paying tribute to the agricultural heritage of Carstairs and the farmers and grain elevators that shaped it. It also represents our role in strengthening the community and enhancing quality of life by providing a welcoming space for learning, connection, and personal growth.

A Community Hub:

This logo also reflects our vision of being the gathering place of our dynamic community. Its balanced, inclusive design speaks to our motto: A place for everyone. Whether people come for books, Wi-Fi, programs, or simply a sense of belonging, our library is a place where all are welcomed and supported.



Reflecting our Values:

Every element of the logo was designed to align with our core values:

- Welcoming – through a friendly, inclusive design.
- Responsive – by updating the logo to meet today's needs while honouring the past.
- Engaging – symbolizing the connections and interactions that happen here every day.
- Innovative – incorporating digital and print elements to reflect the evolving role of libraries.
- Accessible – ensuring the logo is clear, flexible, and usable across many platforms and formats.