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Date: July 11, 2016  
To: RCPL Board of Trustees  
From: James McShane, Library Director  
Re: Logo

**Motion:** Move to approve the adoption of the “Starburst” logo as the new logo for the Rapid City Public Library.

**Background:**

Hot Pink Ink developed two logos for the library. One was the Starburst and the other the Mobius. A survey was completed with 448 respondents. Survey participants were asked to score each of the logos based on Positioning, Personality, Promise and Task. The vote was 60/40 in favor of the Starburst logo.

After adoption, there will be a roll-out planned tentatively for September, which will include publicity, ordering of swag, and transition of all signage.