New Thiele Library Logo Design Brief

1. Objectives and goals of the new design.

Since it was opened by the South Australian Author, Colin Thiele, in 1989, Thiele Library has been a shared learning space for all Year 11 and 12 students for the

In 2018, Thiele Library will be renovated and will include students from all Golden Grove High School. The new library will be inclusive of all year levels and provide amongst its services:

- Current Print Newspapers, Journals and magazines
- Fiction, Non-fiction and reference books and DVDs
- 24/7 Online database access
- Multimedia production facilities
- Equipment such computers, flip cameras, voice recorders and ereaders.
- Flexible Study, Learning and reading spaces
- Research support from Teacher Librarians and Library Staff
- Library website
  The new Thiele Library logo should be inclusive of all of these aspects of Thiele Library whilst reflecting the values of Golden Grove High School (Respect, Equality, Pride, Integrity and Resilience). It should also reflect the type of innovative current and future learning for current and future learners (of inquiry thinking, information literacy, empathy, sharing, life-long learning and collaborating).

2. Schedule.

The new logo should be ready to use to coincide with the Thiele Library which is due to occur in 2019 (completed by the end of Term 1).

3. Target audience.

Students, staff and community at Golden Grove Library. The new logo will be easily recognisable across the school as the 'Thiele Library.' Thiele Library's traditional colour designs and logo colours have been purple but this is open to negotiation of change. If required, the themes of new logo will need to be easily replicated across the library, on shelving displays, posters, furniture etc.

4. Scope of the project.

The new Thiele Library should be easily reproducible as it will be used in the following ways:

- Labelling for books and other items
- Library displays
- Letter head / email signatures
- Social Media profiles
- Thiele Library website
- Other items and displays as required.

5. Current existing and o logos:

Current 'Traditional' Thiele Library logo

Wisteria plant (which once grew outside Thiele Library, light purple colour.

The 'three' branches represent the three schools on campus 'intertwined' GGHS, Gleeson and Pedare.

ONE Plus 'Thiele Library' logo, representing the shared schools' campus.

Current Golden Grove High School 'Library' Logo.

6. Sources for further designing ideas:

Thielelibrary.com

Teacher Librarians: Adam Fitzgerald and Viv Muscardin

Library staff

Physical visit to the Thiele Library space, and library plans

Golden Grove High School Website and publications

Student Voice

Other staff, students and the community.

7. Overall style/look.

Thiele Library's traditional colour designs and logo colours have been purple but this is open to negotiation of change. If required, the themes of new logo will need to be easily replicated across the library, on shelving displays, posters, furniture etc. The new logo should also reflect the new library's place in the school and the local built and natural environment in which it is based.

8. Limitations

The new Thiele Library logo must not directly copy existing logos, either from other libraries, schools or commercial businesses.

Please submit designs to Adam.Fitzgerald869@schools.sa.edu complete with an explanation of the design, names and contact details of the designers by **Week 6, Term 1, 2019.**

The winning design will be decided and announce by the end of **Term 1, 2019**.

Prizes will include book, art or other gift voucher up to $50, but the winning design will be used in the Library.