

## Corporate Image

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### Policy

Corporate image includes both the visual representation of the system with a logo and forms of the System name.

### Name

The legal name of the System is the Chinook Arch Library Board. The Board operates the Chinook Arch Regional Library System. The Board should be known by its full legal name. The System may be referred to as Chinook Arch when the full name is not used. The System will not normally be known by its acronym.

### Logo

The Chinook Arch logo will be included on all corporate publications including letterhead, standard business envelopes, brochures, newsletters, annual reports, membership cards etc.

### History

The Chinook Arch logo was developed for the *Chinook Arch Library Project* by Stuart Johnstone, Architect, in 1990. In 2007, the Chinook Arch Library Board chose to maintain the logo for continuity of corporate image; however, it was modified and updated for a more contemporary look.

In 2018 the logo was updated by local design firm Three Legged Dog. The simplified logo features a stylised mountain and cloud motif that also resembles the turning pages of a book. The logo represents a new phase in Chinook Arch's history that was marked by a new building, new Plan of Service, and new vision statement.

<b>Last Reviewed:</b>	<b>3 August 2023</b>
<b>Last Revised:</b>	<b>3 December 2020</b>