
Press and Publicity Report

J A N U A R Y 2 0 2 3



TOP STORIES

Pueblo library district: New Year, New Look

By: Rebecca VanGorder
Posted: Jan 2, 2023 / 01:47 PM MST
Updated: Jan 2, 2023 / 01:47 PM MST

SHARE    

(PUEBLO, Colo.) — Pueblo City-County Library District (PCCLD) revealed a new logo and color palette for the new year on Monday, Jan. 2.

Working with design firm Studiotrope Design Collective, PCCLD's new logo "fully reflects how the library is viewed by the Pueblo community," according to the library district.

Over 12,000 patrons of the library were surveyed online and four focus groups were held to gauge the public's thoughts on PCCLD. The library district shared the words chosen most often to describe it:

- Accessible
- Stable/dependable
- Connected
- Diverse
- Innovative/cutting edge

PCCLD said, "The resulting mark, colors and fonts were selected specifically to reflect these values."

The colors, dark blue, light blue, amber, and green, were chosen to reflect specific psychological qualities:

- Dark Blue: reliability, trustworthiness, serenity, problem-solving
- Light Blue: neutrality, balance, caring, intelligence
- Amber: energy, confidence, hope, analytical thinking
- Green: harmony, growth, renewal, meeting of basic needs.

"Bold lines of a 'P' and an 'L' create the distinctive mark, or stamp. Lines remain open, reflecting the accessibility of Pueblo's libraries to our community, while the interlocking 'P' and 'L' reinforce the connectedness patrons have to the library," PCCLD said.

PCCLD's rebranding began in April of 2022 and ran concurrently with the Robert Hoag Rawlings Public Library branch renovations. The public celebration of the completion of the renovations is scheduled for February. The previous logo was created in 2004.

"We are very excited at the library to refresh our brand and logo. As the library's new leader, I see the logo refresh as an invitation to everyone to look at the library and see all that we provide for lifelong learning, the joy of reading, and a fun and welcoming place to visit," Sheri Baca, executive director of PCCLD said.



Courtesy: Pueblo City-County Library District



BUSINESS

Let's talk business: Pueblo library launches new logo; chamber names citizen of the year

The Pueblo Chieftain

Published 12:00 p.m. MT Jan. 7, 2023

[View Comments](#)



New logo for Pueblo City-County Library District Courtesy Photo

The Pueblo City-County Library District launched a new logo Jan. 1 to ring in the New Year with a totally redesigned logo and new color palette.

Working alongside the Denver design firm Studiotrope Design Collective, the library's new brand is a result of a refreshed look that reflects how the library is viewed by the Pueblo community. With the help of more than 12,000 patrons who responded to an online survey, four community focus groups were held along with informal meetings with patrons and staff to solicit input on a new logo.

The resulting mark, colors and fonts were selected specifically to reflect the community values. Dark blue remains the primary color, similar to the blue of the previous library logo. Enhancing it are the secondary colors of light blue, amber and green.

NEWS

Libraries in Southern Colorado work to maintain safety

by: Maggy Wolanske

Posted: Jan 20, 2023 / 10:27 PM MST

Updated: Jan 20, 2023 / 10:27 PM MST



SHARE ...

(COLORADO SPRINGS) — Pikes Peak Library District (PPLD) is taking safety measures after recent findings of methamphetamine contamination inside of public restrooms in Colorado public libraries.

| >>[Meth found in CO libraries: PPLD taking precautions](#) >

PPLD will work with the Colorado Department of Public Health and Environment to conduct these screening tests.

"What the testing looks like... the screening that we're looking to do is actually a prescribed method of wipe testing," said PPLD Chief Facilities Management Officer, Gary Syling. "And I'm not an expert to go into the details on how that all works, but I believe the procedures are developed and established by the State Health Department."

The screening will occur in all 15 PPLD locations with a specific target being restrooms.

"At this time, we're targeting the restrooms since that's been the main focus of the news reports," Syling said.



Entrance to restroom at PPLD Library 21c

PPLD shared they do not know when the testing will begin but that is should not impact patrons.

"We're still working with our consultant and haven't established, you know, a start date as yet," Syling said. "We have to work with their schedules as well... but I'm in contact with our consultant on a daily basis and we hope to finalize our plans here shortly."

PPLD is working to help keep the library safe and clean for community members.

"We're a public facility and we continue to address any concerns that are brought to our attention," Syling said. "Plus, daily, we're on alert to keep our libraries safe and healthy, you know we work here and our families use the libraries as well."

Testing will help determine if there are any hazardous levels of methamphetamine. PPLD shared it could take up to 3-4 weeks to collect samples throughout the libraries.

Pueblo City-County Library District is also working to ensure the safety of its library.

"We've been taking ongoing, proactive measures to ensure that our bathrooms in our public areas are safe for our community," said Pueblo City-County Library District Director of Community Relations and Development, Nick Potter. "So we do a number of things currently, and I think that this is on a different scale from what's being experienced in the northern communities. But one thing that we do is that we lock our restrooms in our high-traffic locations."

Potter said staff regularly monitor bathroom areas to see if there is any exhibited smells and there is a cleaning service that comes in to make sure the bathrooms are safe to use.

Pueblo City-County Library District shared how the recent drug findings greatly impact the library. "I just I think that it's kind of a sad reality of what's going on right now in public health and in public spaces," Potter said. "So, you know, really, anybody in any facility... that are open to the public, you know, unfortunately, those facilities are being abused with drug use."

Copyright 2023 Neotar Media Inc. All rights reserved. This material may not be published, broadcast, rewritten, or redistributed.