



The Alberta Library Logo Update

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LOGO REFRESH

The TAL logo refresh is intended to align closely with the direction and tone of the 2026 – 2030 Strategic Plan. Rather than representing a departure from TAL’s identity, the design reflects continuity, connection, and evolution: themes that run throughout the Plan.

The updated logo deliberately retains circular imagery from TAL’s previous visual identity. This acknowledges TAL’s history and the long-standing relationships that underpin the organization, while refining the form to reflect a more modern, cohesive, and confident presence. The circles represent the interconnected roles of TAL, its members, and the broader library community.

The colour palette further reinforces this alignment. Green remains the dominant colour, reflecting growth, stability, and renewal, consistent with the Plan’s initial focus on sustainability and stewardship. Blue and red are used as complementary accents, reinforcing balance and clarity. Together, the colours communicate trust, strength, and forward momentum, supporting TAL’s role as a credible, connective presence within Alberta’s library landscape.

