

READING PUBLIC LIBRARY

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

READING PUBLIC LIBRARY

LAUNCHES NEW LOGO

Reading, PA – Thursday, November 2, 2023 – Reading Public Library has launched a new logo with a fresh look and we are excited about it. Our library has come a long way since its start in 1763. Yes, we’ve been a part of the city of Reading for 260 years! We continually evolve to meet the changing needs of our community and our new logo is part of this progress. The logo colors stand for integrity and dependability, critical in the misinformation age. A new accompanying color palette reflects the vibrant city we serve today.

Kimberly Servello, RPL’s Marketing Coordinator, stated, “Our library embraces the challenges of providing excellent traditional services while being open to the crucial role that we play in the social infrastructure of our city. Our new logo represents both our storied past and openness to an exciting future.”

Our new logo is attached. Additional information can be found at <https://readingpubliclibrary.org/rpl-logo/> or by contacting [kimberly.servello@readingpubliclibrary.org](mailto:kimberly.servello@readingpubliclibrary.org).



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