



Logos



Horizontal Colored Logo

Ritter Library Logo Design

The purpose is to update the logo for Ritter Library and put the logo in merchandise. The colors of yellow and brown are for matching the colors of Baldwin Wallace University. The font for the logo is Aller which is for contemporary and simple style for Ritter Library. The symbolism of up-arrow represents mouse arrow and uplifting feel. Both pages of the book represents the knowledge within the library.



Merchandise



Stationery