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Little Free Library Announces New Logo and Look

The Little Free Library nonprofit organization is kicking off 2022 with fresh branding that reinforces their mission to increase book access for all.

Hudson, Wisconsin (January 11, 2022) – Today the Little Free Library® (LFL) nonprofit organization unveiled a new logo and branding to reflect their evolution over more than a decade of sharing books.

LFL was built around the belief that everyone deserves access to books. There are more than 138,000 Little Free Library book-sharing boxes in 112 countries and on all seven continents. And recently LFL reached a major milestone: It's now estimated that over **250 million books** have been shared through Little Free Libraries, advancing LFL from a simple neighborhood resource to a global literacy partner.

An [animated video](https://youtu.be/vJ0rYwct1Mg) tells the story behind the logo transformation: <https://youtu.be/vJ0rYwct1Mg>

As the video shows, the logo still represents the Little Free Library structures everyone loves. The bookmark in the book-shaped roof connects LFL to its literacy focus. The roof is also an upward arrow that promotes the positive outcomes that will continue in years to come.

LFL is grateful for all the people who make up its network of volunteer stewards, community partners, and supporters.

“Our new look reflects our history as well as our path forward,” said LFL Executive Director Greig Metzger. “Our volunteer stewards and partners have been instrumental in creating that history, and will be even more critical on our path ahead. Building equitable book access is a team effort.”

The new branding was created by Christiansen Creative, a design studio based in LFL's hometown of Hudson, Wisconsin, where the first Little Free Library was built by Todd Bol in 2009.

Primary Logo



Secondary Logos



Icon



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To download the logo for media use, visit [LittleFreeLibrary.org/pressresources](https://www.littlefreelibrary.org/pressresources).

About Little Free Library: Little Free Library® (LFL) is a 501(c)(3) nonprofit organization that builds community, inspires readers, and expands book access for all through a global network of volunteer-led Little Free Libraries. LFL received the 2020 World Literacy Award as well as honors from the Library of Congress and National Book Foundation. There are more than 138,000 registered Little Free Library book-sharing boxes worldwide in all 50 states, 112 countries and 7 continents. Through them, more than 250 million books have been shared since 2009. [LittleFreeLibrary.org](https://www.littlefreelibrary.org)