

Memorandum

To: Quebec University Library Staff

From: BCI Library Subcommittee

Object: Shared Service Platform—Project Progress Update (note 14)

Date: July 14, 2020

Introducing Sofia Discovery Tool's Logo

On July 6, 2020, the Library Subcommittee met and unanimously adopted the logo and colour pallet for the Sofia Discovery tool designed by Deux Huit Huit.

The agency had already proposed the name Sofia, from the Greek word for wise and clever σοφία (sophia), because libraries are a gateway to knowledge ([see note 13](#)).

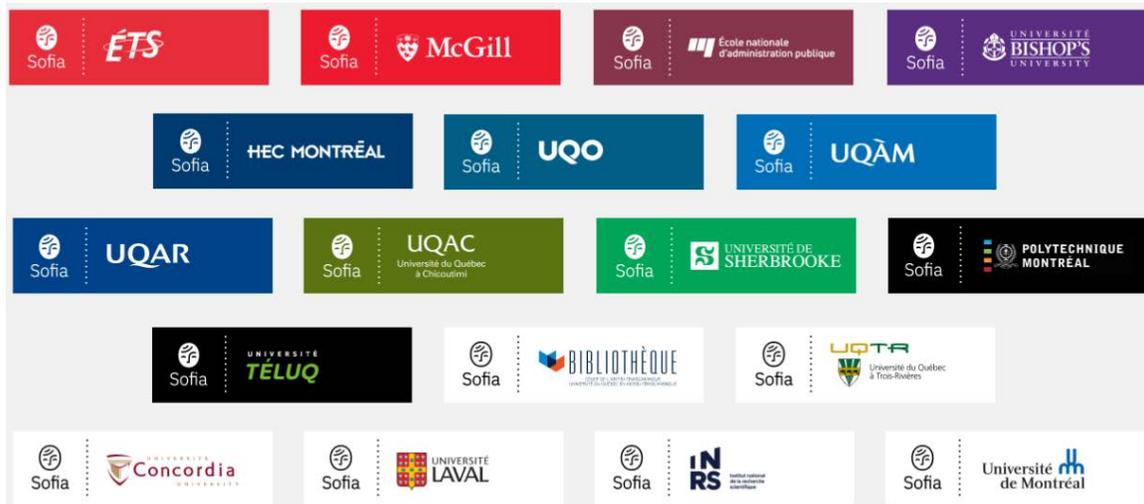
Logo and Colour Palette

The agency then had to design a logo. Like a sculpture from Ancient Greece, Sofia has a very straight nose bridge, and wavy hair, which also evokes network connectivity. The vibrant colour pallet reflects the dynamic spirit of the 18 Quebec universities



Logo in context

Interlaced with the institution's own visual identity, Sofia will appear in the top section of the discovery tool as soon as the logos are ready. Libraries will receive these image files in all required formats, with a graphic standards manual that explains how to use the logo on their website and in their communications.



In English, “ Sofia Discovery tool ” capitalizes the first two words, which are proper nouns. However, French grammar rules are different. The name Sofia takes a capital letter, but it is combined with the descriptive phrase “ outil de recherche ”, which is masculine. For instance: “ Sofia, le nouvel outil de recherche des bibliothèques universitaires québécoises, est mis en service durant l’été 2020.”

ON BEHALF OF THE QUEBEC UNIVERSITY LIBRARY DIRECTORS

Bernard Bizimana
Chair, BCI Library Subcommittee

Benoit Séguin
Chair, SSP Steering Committee