

Connect with Curiosity

Ottawa Public Library (OPL) is a hub for literacy, creativity, and community—a place where exploration and inspiration flourish.

That same spirit is at the heart of our new brand, which reflects who we are today and supports our mission to inspire learning, spark curiosity, and connect people.

Everything you love about OPL is still here. Our new brand simply ties it all together, making it easier and more fun to explore, connect, and engage with your library.

This new look was shaped by you, OPL employees and our community partners. Your feedback helped guide both the design and how we'll bring it to life.



Designed with Purpose

The woven “O” symbolizes OPL as a ‘third space’ that brings people, ideas, and communities together, with each thread reflecting individuals in the fabric. It echoes our library shelves, full of books, CDs, and even Chromebooks, while nodding to e-readers or other digital devices, representing the many ways people connect with our resources.



Ottawa Bibliothèque
Public publique
Library d'Ottawa

A clear, legible, and accessible wordmark, combined with an adaptable design, makes the library easy to recognize and navigate.

Connect with Curiosity

The new tagline welcomes you to explore, engage, and try something new at OPL.

Our imagery celebrates the people who make OPL come alive—working, learning, playing, and exploring. They reflect Ottawa’s diverse communities and capture the wonder and curiosity we spark every day.

Lupine

Oriole

Tulip

Currant

The palette is inspired by nature and Ottawa’s official flower, the tulip—bold, warm, and full of energy.

Keep your eyes peeled! We’re rolling out the brand gradually to keep things clear, consistent, and planet-friendly.