UKSG’s mission and strategic vision have been evolving. It’s time for our visual identity to represent us better. We are pleased to present our new logo!
We have ‘positive’ (black) and ‘negative’ (white) line versions to use when colour isn’t appropriate.

The shapes in which the letters sit were evolved from speech bubbles, to represent voices coming together from different corners of UKSG’s member community.
Here is the direction our website design will take (don’t worry, we’ll work on thinning down the text)
Here is the ‘cover’ (or icon) design for *Insights* (as UKSG’s journal will be titled from 2012)

(ignore the numbering!)
And here is the new cover / icon for The E-Resources Management Handbook