**LOEX 2025 Theme and Tracks**

**Theme Name**

**Crafting a Future for Information Literacy**

Pasadena, CA was a center of the American Arts and Crafts movement a century ago, and the influence of this movement continues today in the area. Pasadena was also the home to Octavia Butler (and home to the Octavia Butler archives, a visionary writer whose work influenced science fiction and Afrofuturism).

I like the idea of the conference theme pointing towards how library instruction intersects with ideas of creativity, design, futurism, diversity, etc. There is a rich vocabulary related to ideas of "Crafting" (e.g. honing, shaping, joining, weaving, etc) that could be tapped into as well. The idea of Futures and tapping into speculative/sci-fi types of vibes is also appropriate in our Generative-AI current reality.

**Theme Tracks (and descriptions?)**

*In progress - working on subtitles for each. Will work on descriptions after.*

* Collaboration and Outreach:
* Research and Assessment:
* Advocacy and Justice:
* Frontiers and Innovation:
* Teaching and Learning:
* Stewardship and Leadership:

**Conference Colors**

*Idea: keeping with a craftsman vibe, but tying in with Pasadena city logo, making sure colors don’t clash with the Pasadena City logo. We kept the blue and green. The red from the Pasadena city logo “pops” but then the red/green is very christmas-y when we don’t have a rose in there as a theme element. Instead we kept the green and blue, and added a complementary color scheme that is more muted to go with a crafts theme.*

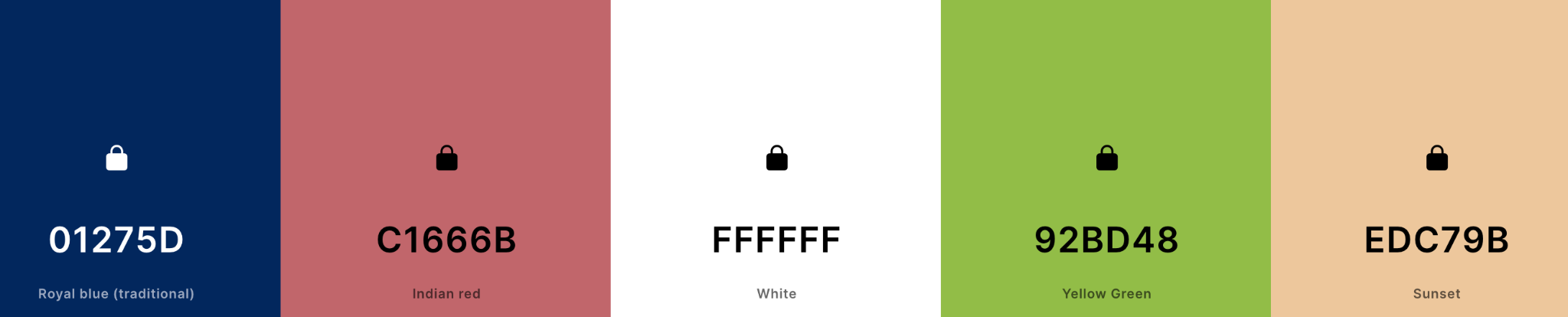
01275D Royal Blue - from Pasadena City logo

C1666B Indian Red

92BD48 Yellow Green - from Pasadena City logo

FFFFFF White

EdC79B Sunset

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**Conference Logo**

Pitch: “Seeking a logo design for a conference called LOEX which will be held in Pasadena CA on May 15-17, 2025. The conference theme is "Crafting a Future for Information Literacy" and the target audience is librarians who teach and work with students in US universities. The conference theme plays on Pasadena's Arts & Crafts heritage, while pointing to how library instruction intersects with ideas of creativity, design, futurism, diversity, etc. Ideally the design will use elements or fonts in an Arts & Crafts style (see https://www.cityofpasadena.net/).   
  
This conference is for librarians, but it is focused on teaching & instruction, not on books.  
  
Conference colors suggestions are #01275D, #92BD48, #C1666B, #FFFFFF, #EDC79B (see attached palette).”

Logo Text: LOEX 2025 | May 15-17 | Pasadena

Font should be “Decorative” only if it connects with the Arts/Crafts vibe. Don’t make it too fancy, though. Clean is better.