**Launch: Explore Acquire Achieve**  
We went with the idea of Launch. Launch is described as a verb that means to plunge boldly or directly into action, a word that conjures an image of initiating a journey. Our interpretation of the word was to present the library as a platform that prepares the students to move beyond their comfort zone that they develop here at the university, into the real world, a platform that allows them to launch themselves into a new life. We wanted to present the Library as a resource that equips the students with all the requisite knowledge both academic and technical, and assist them during their study.

Our tagline Explore - Acquire - Achieve, underlines our theme.

- Exploring all the resources offered by the library,

- Acquiring new and useful information

and

- Achieving success.

The library’s point of difference is the fact that it is accessible 24x7 and the building is quite modern. It has a new look and with all the new features being introduced like cafes, student cubicles etc., it is quite energetic and has lots happening inside it. The main aim of the logo was to show this modern look and energy. To achieve this we chose a futuristic style for the logo and added a few bits flying apart from the letters to give it a sense of movement. The 3D style makes it look like it’s coming off the page and gives it a more realistic and dynamic look. We want the students to be inspired by our interpretation of the library.

**Pattern**

The university has a strong culture influence. It is a place where all kinds of people come together. Bringing in this pattern in the background introduces the cultural side of New Zealand. The pattern symbolizes growth and new brining’s relating to the library itself. Because this is Tainui land it was important to portray as much Maori influence as possible, and considering no other big University’s in New Zealand promote Maori learning as much as Waikato does – it became even more important to show the culture through the Moko design. The pattern creates a balance between the Male and Female features. The filled areas of the pattern show the masculinity, and the areas without the fill show the femineity. The final product is a balance of both. The koru’s of the design were not to be overlapped by the logo in anyway as it was offensive to the ancestors that they represent.