

## Item 24-1591: APL Brand Identity Update

### Library Board

Tue, Dec 17, 2024 4:30PM

**Margaret Mann (Library Board Member)** 26:15

All right, then we can move on to the item 24-1591, the brand identity update.

**Tina Krueger (Library - Marketing Coordinator)** 26:29

Let's see if I can figure this out. Okay, oops.

**Tina Krueger (Library - Marketing Coordinator)** 26:59

Thank you, Nicole. So, we're excited to share an update on the brand identity project. If you remember, a few months ago we brought a memo forth that we were partnering with Showcase Communications to update the library's brand identity, and we have some visuals to show you today.

**Tina Krueger (Library - Marketing Coordinator)** 27:24

So just a little background on Showcase Communication's process. They have a four-part process. Their first part is doing audit and market research, so understanding who we are as an organization, and also understanding what our needs are and who we compare ourselves to. Their second step is concept creation. So, they interview us and then come back to us with concepts of a brand identity. The third piece is community engagement. So, in this case, we did two focus groups, and then we also did surveys within those focus groups to understand how the community is reacting to the concepts and what concept we can move forward with refining. So that is—the fourth step is refining that identity that the community most engaged with or most.



**Tina Krueger (Library - Marketing Coordinator)** 28:26

So, the audit and market research piece—internally, Tasha, Colleen, and I had a meeting with Tara, who is the owner of Social—Showcase Communications to understand our mission, vision, and values. This graphic on the right should be very familiar to you. So, we gave them all of this information. Gave them our strategic plan. You may be familiar with our strategic communications plan too, which is a subset of that strategic plan. Gave them that information, and then she interviewed us and wanted to know where we draw inspiration from. You know, it—library focus and outside of libraries, to get a better understanding of who we are.

**Tina Krueger (Library - Marketing Coordinator) 29:19**

And then we also had pieces that we had to think about. And she talked about with us as far as partners, who—you know, we're a department of the city, so she wanted to understand that relationship and how we needed to move forward with that. And then also we have the building project was it—which is another huge piece of who we are, and how does that fit into the new brand identity?

- Vision, mission, values
- Strategic plan
- Strategic communications plan
- External – inspiration
- Internal – partners, building

## Audit & Market Research



**Tina Krueger (Library - Marketing Coordinator) 29:43**

So, from there, they created a ton of concepts for us. I think we had, like, maybe nine or 10 different concepts. What we had told them was that we wanted something that was modern but timeless, so kind of like, you know, opposite. So, we gave them a challenge. We definitely all love the clean and simple look, something that was approachable, because that's who we are as an organization, welcoming one of our values, a logo mark that could be used separately, something that we thought could be creative and unique. Again, that city connection, because we are a department of the city. How do we make that connection so we don't look like we're off doing our own thing, but that we really are a department, and we're a partner? And then the new building connection.

## Concept Creation

**Tina Krueger  
(Library - Marketing Coordinator)**

30:44

So, you'll see examples I put in here that will play into the final piece, the City of Appleton logo. And then also you'll see these colors right here.

- Modern but timeless
- Clean and simple
- Logo mark be used separately
- City connection
- New building connection

Warm #1 Oak	RGB: 153, 125, 95 HEX: 997D5F CMYK: 15, 18, 12, 42
Warm #2 Walnut	RGB: 125, 100, 75 HEX: 7D7D5F CMYK: 22, 22, 12, 42
Warm #3 Sage	RGB: 100, 125, 95 HEX: 669966 CMYK: 22, 18, 12, 42
Warm #4 Golden Orange	RGB: 175, 125, 75 HEX: D9994D CMYK: 12, 18, 12, 42
Warm #5 Red	RGB: 125, 75, 95 HEX: 7D4D66 CMYK: 22, 32, 12, 42
Warm #6 Copper	RGB: 125, 100, 75 HEX: 7D7D5F CMYK: 22, 22, 12, 42
Cool #1 Sky	RGB: 125, 175, 125 HEX: 7D997D CMYK: 22, 12, 12, 42
Cool #2 Lake	RGB: 125, 175, 125 HEX: 7D997D CMYK: 22, 12, 12, 42
Cool #3 Pine	RGB: 125, 175, 125 HEX: 7D997D CMYK: 22, 12, 12, 42
Cool #4 Pine	RGB: 125, 175, 125 HEX: 7D997D CMYK: 22, 12, 12, 42
Cool #5 Teal	RGB: 125, 175, 125 HEX: 7D997D CMYK: 22, 12, 12, 42
Cool #6 Teal	RGB: 125, 175, 125 HEX: 7D997D CMYK: 22, 12, 12, 42



These are all

colors that we received from SOM from the building. So, these will be reflected in the building. They're a little bit hard to see because this is a photo I took, but there's color codes you can see that designers.

**Tina Krueger (Library - Marketing Coordinator) 31:21**

So, from there we had we—Tasha, Colleen, and I picked three of those nine concepts that we felt most represented who we were to test with the community and the focus groups. And Margie attended one of the focus groups as the board representative, and we had one concept that kind of rose to the top from those three concepts.

**Tina Krueger (Library - Marketing Coordinator) 31:51**

And some of the feedback we heard was that folks like the clean and simple design. They liked emphasizing library. And in

some cases, this concept you'll see noted that library felt like it was maybe missing from some of these, like, logo pieces here, or logo marks. And then also incorporating warm colors. So,



- Tested three concepts
- One rose to the top
- Clean, simple design
- Emphasize library
- Incorporate warm colors
- City connection



you'll notice that these are both sort of—it's maybe hard to see on the screen, but they're both blues. So, blues are kind of cooler colors, right? So, we heard from many people that warm colors was important. And then also that the city connection maybe was not here, but that it was important.

**Tina Krueger (Library - Marketing Coordinator) 32:43**

So, from there, and from all of the data that they gathered, we moved into refinement stage, which is now where we're kind of currently at. So, you'll notice that if you—I'm going to call out of a few of the design choices here. So, you'll notice all caps here, and this how this is laid out in an aerial font. You'll notice that from the [...]

is brought in to tie into the city piece. Then you'll also notice that "library" is emphasized a little bit more, and then it's fixed a little bit down here. So, this is A P and then L. We incorporated those warm colors; that was important. So primary brand colors are crimson and teal.



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!&";

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!&";

**Tina Krueger (Library - Marketing Coordinator)** 33:44

And then additionally, we have a little bit of nods in this logo mark. So, this is a little bit of a nod to the original logo that was designed with the other building of the APL. So, a little bit of a tie into that. And then also it's—you might be able to see the kind of bookish—you know, it's bookish, but not in-your-face book, right? The spine. So, a couple of, a couple of pieces I wanted to pull out.

**Tina Krueger (Library - Marketing Coordinator)** 34:22

So, this would be the—when you're designing a logo, you want to design it in different formats, because it's going to be used in different formats. So, we have the vertical, horizontal, black and white, or black and whatever color—or, I'm sorry, white, and then whatever color background. And then primary colors, again, crimson and teal. And then again, tying in with the city, we are—moving forward it's recommended that we adopt their brand fonts which are Ariel and then Georgia. So, we're still working on pieces. Um, you know, with a brand identity, typically, you have primary brand colors that you use in all of your marketing pieces. Collateral, we are still working through secondary colors. So, expanding upon what those secondary colors are, I will say that they will look familiar and colors in here. We're just fine tuning some of those pieces right now.

**Margaret Mann (Library Board Member)** 35:30

Great.

**Tina Krueger (Library - Marketing Coordinator)** 35:30

Are there any questions?

**Margaret Mann (Library Board Member)** 35:40

No questions?

**Tina Krueger (Library - Marketing Coordinator)** 35:41

And then as we get those final pieces, we can share them out. We'll have—Showcase Communications is working on a brand guide for us that's used internally so people can follow our identity standards. We can share those out, and we'll get things like new business cards, new library card, all those pieces.

**Executive Director Colleen Rortvedt (Library)** 36:11

And Tina, will you be able to give Maureen this in a PDF so people can see it? I think the crimson really doesn't show on this screen. As it's showing on my monitor, it has much more of a rose-ish tone to it there, but it's crimson for sure. So, you'll be able to see it on the PDF when we attach it to the minutes of the meeting in Granicus.