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Rebrand process

1 - Brand analysis and community input

- Discover existing brand (materials, data, persona)
- Collect community feedback
 - InREACH™ (sDC interviewed patrons and staff at PCCLD libraries)
 - Online survey
 - Virtual focus groups (with invested community members / staff)

2 - Brand development

- Logo
- Supporting brand elements (colors, typography, imagery)

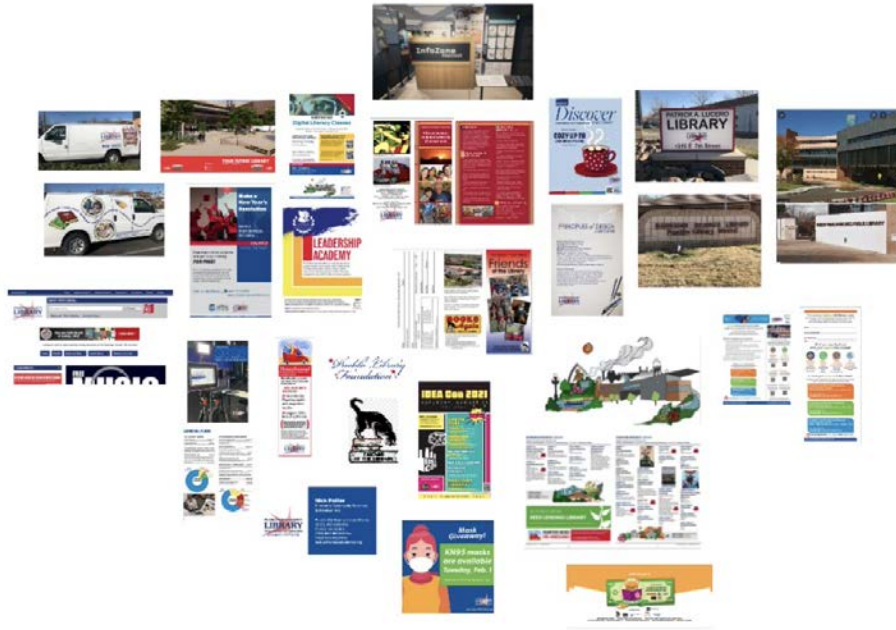
3 - Brand guidelines development

4 - Website design consultation

Launch

Review materials and data

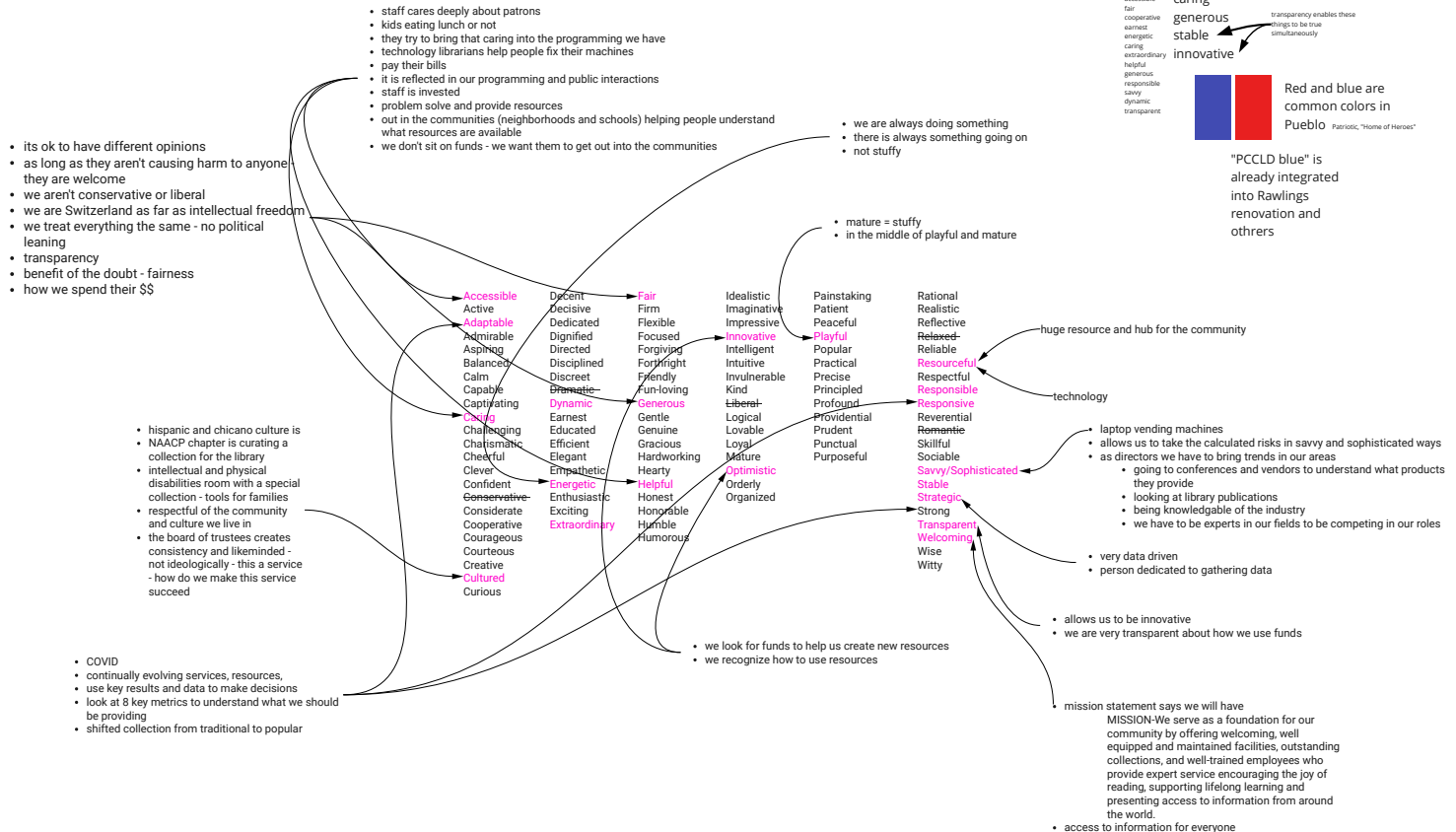
Review materials and data



Discover existing brand

In-person: establish the *persona* of PCCLD

DAG mtg 5/19/2022



Collect community feedback

In-person: conduct InREACH™ with patrons and staff at libraries

InREACH questions

- IN REACH**
1. Why do you think the library is relevant?
 - a. Do you think there are things that you want to get?
 - b. What do you expect when you use the library?
 - c. How does your experience change when you started coming to the library?
 2. What is one of your favorite things about the library?
 3. What do you think is the most important thing about the library?
 4. Do you think the library is relevant?
 - a. Do you think the library is relevant?
 - b. Do you think the library is relevant?
 5. What do you like about the library?
 6. What do you think about the library?
- CCCLD LOGO QUESTIONS**
1. When did you start using the library?
 2. How many people know or would recognize the library logo?
 3. What do you think the logo is for?
 4. How important do you think a library logo is?
 5. Do you think the logo is relevant?
 6. What do you like about the library logo?
 7. What do you think about the library logo?
- PRECEDENT LOGO QUESTIONS**
1. What do you like and dislike about each category of logo? And why?

PCCLD Program Managers



SERVICE IS EVERYTHING

Rebecca - Adult Library mgr
Sharon - Maker Space Librarian
Maria - Hispanic Resource specialist

These three are **very tied in to their communities**

People in charge of resource have connections to other resources. Not closed. Everyone wants to help everyone.

Maria puts up a lot of flyers - she knows where to go!

THE LIBRARY IS TRUSTED

Library logo means programs are legit and free (or cheap)

Library logo encourages people to ask for help

Don't let the logo have too many prominent words

(accessibility issue) - emphasize **LIBRARY**

Pueblo is **blue collar**

Gateway to the Southwest

Vibrant cross section of the community

Seniors after Chair Yoga



They like **simple logos and simple wordmarks** - simple forms, easy to read

They like **mix of bright colors**

They love that the library has **ART**, pleasant surprise. Amused

Images they thought of **activities and books**

Library means **SOCIAL ACTIVITY** for them

Caregivers after Storytime

- **Matt** - grew up hating libraries b/c of school and studying, avoided libraries for long time afterwards.
- **Excited to learn about programs.**
- **Integrating colorful logo** that isn't a book helps draw in people and change the common book-centric, silence-centric perception of libraries

Caregivers think the PCCLD logo is boring and clunky

They like **combination logo of mark and words** - just words is boring, just logo can be confusing if you are not already familiar.

Also prefer **bright, white colors**, not pastels and certainly not neutrals.

Library means **BOOKS** and **SOCIAL ACTIVITY** for them and their kids



Teen librarian - Ciara

Most teens who come here are a bit "different," don't quite fit into the norm

Safe space - LGBTQIA+ friendly (lots of teens are on that spectrum)

Collect community feedback

Online survey (~1,200 responses)

Logo Survey Analysis

7/15/2022

What is important for the library?

Books and similar materials: 60%
Library resources and services: 18%
Community, cultural and educational programming: 16%

Top descriptive words for the PCCLD

Accessible: 43%
Stable / Dependable: 16%
Connected: 14%
Diverse: 12%
Innovative / Cutting Edge: 10%



Was the patron familiar with PCCLD's logo?

Yes: 91%
No: 9%
Unsure: 0%



General opinion of the current logo.

1 = Like it the least
1 = 1%
2 = 4%
3 = 16%
4 = 18%
5 = 7%
Average Score = 2.7



What do you like about the current logo?

Font: 26%
Shapes: 1%
Colors: 20%
Composition: 47%

What elements do you think are important in the next logo?

Font: 17%
Shape: 29%
Colors: 27%
Composition: 27%

What type of logo do you like most?

Words: 10%
Marks: 10%
Combination of both: 80%



Do you prefer bright/vivid colors or more subtle colors?

1 = Bright, vivid — 5 = Subtle
• Second: 1.65, Second: bright

Do you prefer complex or simple shapes?

1 = Simpler, vivid — 5 = Complex
• Second: 2.35, Second: simple

Which of these words do you think are most critical for the public to perceive about the Pueblo Library?

Accessible

Stable/
Dependable

Connected

Diverse

Innovative/
Cutting
Edge

Collect community feedback

Virtual: Focus group discussions (community, staff, Board, Foundation, Friends)



- Current logo is nearly 20 years old
- The library's brand should reflect the community's perception of the organization.
- A new logo allows us to revitalizing the brand and that we are a modern, relevant organization.



1. Name
2. Organization
3. Choose a word(s)
4. Why did you choose this word(s)?
5. What experiences/memories have you had with the library which embodies your selected word(s)?



Which only 7/14

1) Accessible — beyond just physical access, but also mental, emotional, and financial access. People need to feel welcome, safe, and not judged. Don't forget accessibility for people with disabilities. It's not just about physical access, but also about making sure everyone feels included and valued.

Connected — Not just physically connected, but also emotionally and mentally connected. People need to feel like they are part of a community and that the library is a place where they can find support and resources.

Stable/dependable — Not just about the physical building, but also about the services and programs offered. People need to know that the library is a reliable source of information and support.

Diverse — Not just about the people who use the library, but also about the programs and services offered. The library should be a place where everyone feels welcome and valued.

Innovative/Cutting Edge — The library should be a place where people can find the latest information and resources. It should be a place where people can learn about new technologies and ways of thinking.

Also mentioned: help people get started with technology, provide resources for people who are struggling with technology, provide resources for people who are struggling with mental health issues.

Which only 7/14

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Takeaways

The logo should be:

- colorful/bright
- simple
- a combination of mark and words
- "verbally accessible" (not so many words)

The logo should communicate:

- accessibility
- stability/dependability
- connectedness
- diversity
- innovation

Logo



Logo



Linework

- *Innovation:* Abstract shapes leave room for interpretation, encourage creativity
- *Accessibility:* Viewer can enter from any point, no dead ends
- *Stability/dependability:* overall shape is solid, firmly in place

Color

- *Accessibility:* Colors are bright and inviting, with energetic and nurturing associations in color psychology
- *Diversity and connectedness:* Two very different colors create a harmonious third color where they intersect

Font

- *Stability/dependability:* Solid weight of font, plus all-caps of "Pueblo," indicates a trustworthy institution
- *Accessibility:* Mixed upper- and lowercase of "Library" promotes legibility. Shorter overall name minimizes language barriers

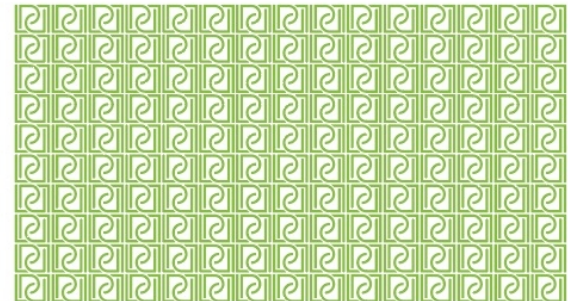
Logo



Previous versions (less successful at embodying "power words")

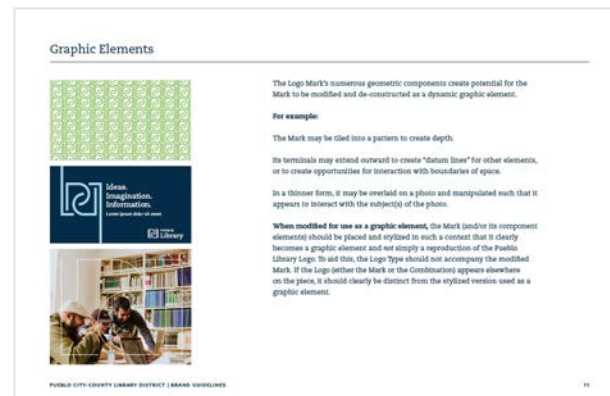


Logo



Brand guidelines

Ensure the Library's brand is represented consistently in the best light, while still allowing individual creativity for specific uses





PUEBLO CITY-COUNTY

Library District

Thank you!