

REPORT TO THE LIBRARY BOARD

MEETING DATE: JUNE 20, 2007

Session:	Public Session
Subject:	LPL Re-branding project: visual identity + cost analysis
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Purpose of Report:	Approval <input checked="" type="checkbox"/>

Recommendation

It is recommended that the Board approve this report to initiate the roll-out of a new London Public Library brand.

Issue / Opportunity

Currently, approximately 40% of Londoners are cardholders and fewer than 30% are active users of the library. Furthermore, preliminary research indicates that we are not reaching key market audiences, such as the busy professional. Library attendance has slipped over the last few years despite new investment in branch infrastructure, programs and collections.

Central to London Public Library's Marketing and Development goals for 2007-08 is the positioning of LPL as a progressive and dynamic community hub, in order to:

- Expand our relevance and resonance with existing cardholders;
- Reach a new and diverse customer base by ensuring our new brand reflects our value promise and creates resonance and an emotional connection with new customers;
- Increase branch attendance and utilization; and,
- Align our brand identity to our new value promise, vision and strategic goals.

Recognizing these goals, the Marketing and Development department undertook a brand review from February-April 2007 and identified the following issues with the current LPL brand:

- Image conveyed is corporate, institutional, "closed" (versus dynamic, open, inviting, organic, community-focused);
- Very little brand recognition in community (inability to identify brand, let alone *identify with* brand); and,
- Little to no staff buy-in, support for or identification with brand.

In essence, the logo is not distinctive and does not have a clear presence. It is uninspiring and difficult to leverage in branding and marketing programs.

The LPL Board and Senior Team agreed that the design and roll-out of a new LPL brand that reflected the dynamic, experiential, relevant and progressive nature of the Library was

prudent, subject to approval by the Board of both the new visual identity and the financial plan for the brand roll-out.

Background & Review

Visual Identity:

Working in consultation with an external design firm, the Marketing department developed approximately a dozen new brand iterations, based on their ability to position the Library as:

- A progressive, dynamic and experiential community hub, that is “more than just books”
- A place that connects individuals, families and neighbourhoods to relevant information, collections, programs and resources
- A place that is enriching and empowering – igniting imagination, warming the spirit, and fulfilling learning, information, entertainment and creative needs

Those dozen designs were then vetted by the Marketing department in consultation with Senior Team and narrowed to the four choices that best reflected the above qualities, which were then shared internally with all staff for feedback. The two most popular iterations (one adaptation of a book and another with a human figure) were then sent back to the designers for revisions and improvements based on the feedback. Following revisions, the two designs were then shared with an external focus group, comprised of both Library users and non-users, from a variety of demographics and backgrounds. The visual identity which incorporated a human figure in the centre of a circular hub was preferred by the majority, as reflected in the following selections:

Female, 26-30, Library User Communications Director Research Sector

"The figure in the third graphic looks more amorphous (i.e. adult/child/male/female) and therefore more representative of the entire community, whereas the first graphic looks like it features a child.

I like how dynamic and all-encompassing the [human] graphic is -- really capturing the essence of the community library. For a professional like me, I appreciate that the library has trained librarians who are able to address my resource requests. For another member of the community, the front-line staff might represent his or her only personal contact outside their doctor or their bus driver. For yet another person, the library likely represents the place where he or she meets to connect with friends. So I strongly feel the human figure is crucial to the image of a public library."

Male, 50-55, Non User Entrepreneur Technology Sector

"...the most open and inviting."

Male, 55-60, Non User Business Development Director Economic Development

"I like the concept of individual in midst of an active, experiential environment..."

**Female, 45-50, User
Executive Assistant
Municipal Affairs**

"It gives an impression of being 'open' and depicts a sense of discovery."

Of a dozen individuals, only one chose the logo with the book over the human figure, and two others offered constructive criticism on both iterations, which was used to improve the designs.

The logo design will be presented for approval in various iterations and contexts (i.e. print, web, signage) at the Board meeting.

Cost analysis:

Fiscal responsibility and optimum return-on-investment are critical considerations in this process. In order to ensure fiscal responsibility, internal buy-in and positive public relations for the new brand, the following steps will be taken:

- 1) All stock with current logo (i.e. stationery, business cards, Library user cards, merchandise) will be fully used before stock with the new logo is ordered;
- 2) The launch of a newly designed LPL website has been delayed until the new logo can be incorporated, to avoid any duplication of costs or efforts;
- 3) Roll-out of the new brand, particularly for exterior signage, which represents the largest portion of costs in the re-branding exercise, will be phased in over time, as per below and beginning with branches that are being refurbished or still feature a past iteration of the logo, as follows:

Location	Item, Cost, Quantity				Branch total	Timing	Notes
	Mini@\$550	Med@825	Lrg@1000	Ext Vinyl@700			
Beacock	2	0	0	0	1100	2008	
Byron	3	0	0	0	1650	2008	
Carson	0	1	0	0	825	2009	
Central	0	0	0	0	0	n/a	No logos currently on signage
Cherryhill	0	4	0	0	3300	2008	
Crouch	0	0	2	0	2000	2009	
East London	0	0	2	0	2000	2009	
Glanworth	0	1	0	0	825	2010	
Jalna	0	4	0	0	3300	2009	
Lambeth	1	2	0	0	1925	2008	
Landon	0	2	0	0	1650	2010	
Lib vehicles	0	0	0	6	4200	2007	1/6 sponsorship by Comcare 20 hours at \$150/hr for removal of old logo vinyl from windows & exteriors
Logo removal					3000	2007	

Masonville	0	2	2	0	3650	2007	Refurbish- ment budget
Northridge	0	1	0	0	825	2009	
Pond Mills	0	6	0	0	4950	2007	
Sherwood	2	0	2	0	3100	2010	
Westmount	0	2	2	0	3650	2010	

TOTAL COST					41950		
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Please note that the above cost estimates reflect a maximum total cost, without volume discount or assistance through corporate partnerships.

- 4) Signage vendors and other corporate Library partners will be engaged to help defray the costs of the roll-out as well as to explore new cost-effective signage mediums; and,
- 5) A comprehensive public relations campaign (including municipal and media relations) will be introduced along with the new brand, to encourage maximum positive external buy-in and to mitigate questions about the use of public funds for this project.