

# OUR BRAND STRATEGY

*A brand is more than a logo.*

*A good brand involves creating a solid messaging strategy and visual identity that gives people a special feeling and makes them love the Library. It helps them connect with us at different touch points, increasing our value, boosting our visibility, and building awareness about the Library throughout our community.*

*Our **personality, boilerplate information, key messages, tagline, and writing style**—along with our logo, fonts, graphic elements, and photography guidelines—come together to create a brand that resonates with staff, as well as our external audiences.*

## VISION, MISSION, AND VALUES

The Library's vision, mission, and values are the foundation of our brand.

### OUR VISION

Our Vision is an educated, connected community of readers, learners, doers, and dreamers.

### OUR MISSION

We transform lives by educating, inspiring, and connecting people.

### OUR VALUES

#### Education

We learn and teach every day.

#### Excellence

We exceed expectations.

#### Freedom

We defend the right to read and to know. We are free and open to all.

#### Diversity

We serve everyone. We find strength in celebrating our differences.

#### Innovation

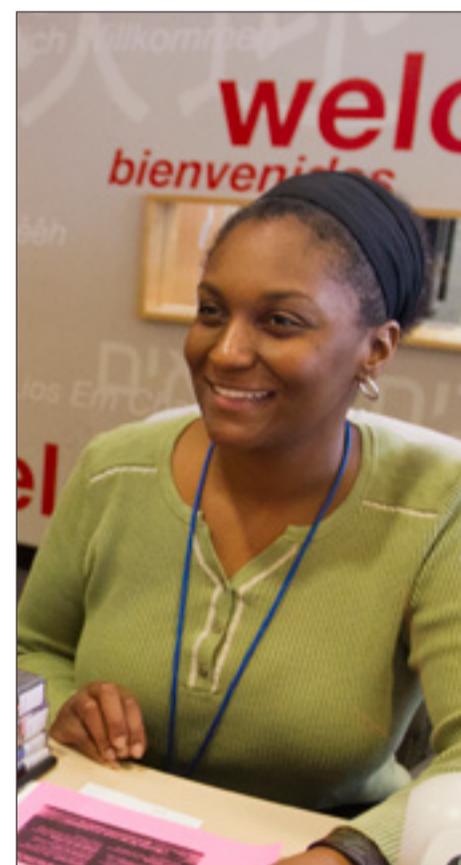
We dream big. Anything is possible.

#### Community

We work with our community to improve lives.

#### Passion

We love what we do.



## LIBRARY PERSONALITY

Defining our personality is part of defining our brand. Here are the traits and qualities that describe the Library.

### Welcoming

Friendly  
Kind  
Positive

### Resourceful

Knowledgeable

### Helpful

Approachable  
Trustworthy

### Inspiring

Imaginative  
Creative

### Fun

## AUDIENCES

*Before we decide what we want to say, we need to know who we are talking to.*

*We communicate and share our stories with four audiences. When they visit, use, and hear about the Library, we want all of them to see themselves as **readers, learners, doers, and dreamers.***

### STAKEHOLDERS

When our audience is a stakeholder—which includes elected and appointed officials, the Library Advisory Board, the Pima Library Foundation Board, and Friends of the Library—it's important to talk about how we contribute to making our community better. We provide expertise and free programs, services, and resources that help millions of people every year with reading better, getting a job, doing better in school, learning English, starting a small business, learning new skills, getting information, and discovering something new.

### COMMUNITY PARTNERS

When the audience is a community partner—including neighborhood associations, nonprofits and individuals we collaborate with on special projects or programs, and business organizations and entrepreneurs that contribute to the library being a community connector—we can talk about our successful collaborations. We're an organization that others want at the table. Tell potential and existing community partners how

we leverage our know-how, staff experience, and resources to meet the needs of our diverse community.

### THE PUBLIC

When the audience is the public, you can share stories that demonstrate how we're changing the lives of real people. Find out what people are interested in, and then find a connection to what we do and what we offer at the Library. The stories can be heartfelt, and you might share another patron's story or a story that you learned

about from a co-worker. These stories are real, and they can be emotional. The overall message is that we're here for our community and the people who live in it.

### THE MEDIA

When the audience includes the media, it really includes all of the other audiences as well. Talking with the media is a big opportunity to shift how people remember and think about their library. It's important to share examples about the Library as an "innovative," "forward-thinking," "way-outside-the-box-thinking" organization. We're all about being here, being now, being the future. Talk about a popular program, a service we offer, a new resource, and our excellent staff that make it possible for people to learn and discover something new, achieve a goal, be a part of something, or have fun. We definitely have a lot to talk about.

