

**a5 Branding  
& Digital**

# **Winnetka-Northfield Public Library District Graphic Identity**

**December 12, 2022**

# Objective/Approach

a5 is working with Winnetka-Northfield Public Library District (WNPLD) to develop a new brand identity. We began the process with:

## Engagement

- Completed nine one-on-one interviews
- Completed 65 in-person intercept interviews at two area locations: Northfield Market & Music (Northfield), Starbucks (Winnetka)

## Review of Benchmark Organizations

- Audit of other local and national libraries and other taxing bodies in the North Shore and surrounding area

# Objective/Approach

## Goals for the Updated Branding Project

- Create clarity around the brand messaging
- Update the library district's tone of voice to be more friendly and directly connected with the community
- Generate consistency across all marketing and communication efforts
- Develop an identifiable brand story
- Work equally well across analog and digital platforms (including mobile applications)

## Broad / Ongoing Goals

- Increase library cardholders
- Increase library usage (circulation, door count, program attendance)
- Increase our participation in the communities we serve outside our walls

## What is Best?

**Involvement in  
Community**

**Study  
Rooms**

**Bonds  
Between Staff  
and Patrons**

**The Studio**

**Digital  
Experience**

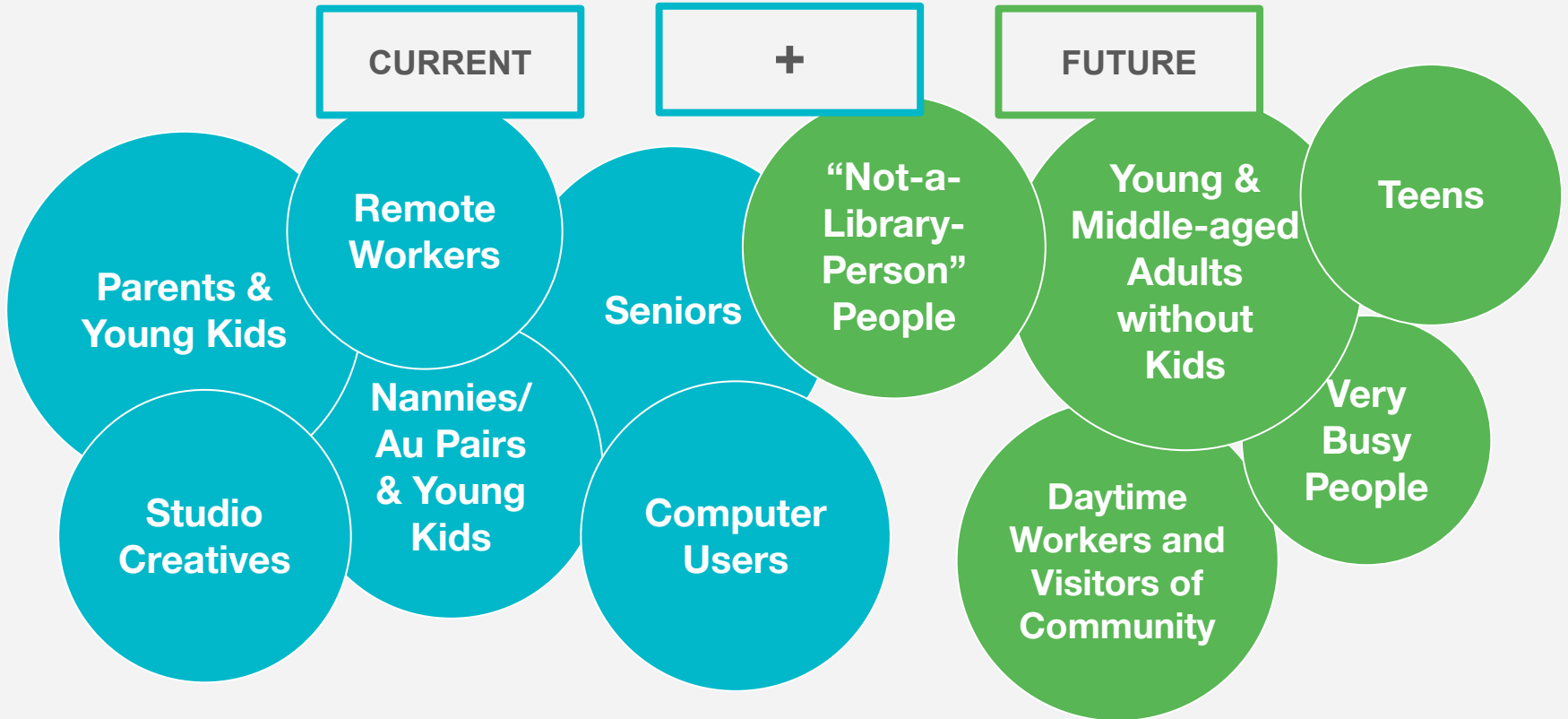
**Online  
Resources**

# Words to Describe Winnetka-Northfield Public Library District



# **Tone of Voice & Personality**

# Audiences



# Mission & Vision

## Mission

The Winnetka-Northfield Public Library District is a community resource for the advancement of knowledge, and a provider of innovative and informative cultural enrichment for all ages.

## Vision

We aspire to be a recognized leader and collaborative partner within our communities, and an innovator in library best practices.



# Key Messages

**WNPLD is for everyone in the community.** Individuals and groups use it in unique ways; these stories are what make the library special.

**WNPLD is a place to connect** with friendly staff, fellow patrons, resources, and ideas.

**WNPLD expands worlds.** Travel across millennia... or across Chicago; no boundaries here.

**WNPLD is a premier library system.** Staff go above and beyond to meet community member needs. The Northfield and Winnetka staff are united in providing the highest level of service.

# Positioning Statement

**Winnetka-Northfield Public Library District (WNPLD) is a collaborative community resource that helps all members of the community learn and grow. An innovative hub that goes far beyond books, the Library takes an innovative approach to cultural enrichment and connecting people to knowledge.**

**Staff members are committed to providing the highest level of personalized services to help people uncover their story. Whether you visit the library at the Northfield location, the Winnetka location or engage online, WNPLD is a friendly resource that stirs your imagination, quenches curiosity and connects people and ideas.**

# Brand Tone

Brand tone includes key attributes to achieve when drafting outward-facing communications.

**Outgoing**

**Lively**

**Inclusive**

**Helpful**

**Curious**

**Educated**

**Engaging**

# Sample Copy Tone Examples / Literacy Kit

## **Did you know? Literacy Learning Starts Long Before Reading.**

It's never too early for toddlers and preschoolers to start learning with WNPLD's Early Literacy Kits. Teach important pre-literacy skills through books, games, toys and a hearty dose of laughter.

## **Give Your Child a Head Start with Early Literacy Kits.**

Even pre-readers can enhance their literacy skills with kits that explore concepts such as words, rhymes and songs through books, games, toys, and more.

## **Are You Doing Everything to Prepare Your Child for Literacy?**

It's never too early for pre-readers can enhance their literacy skills with kits that explore concepts such as words, rhymes and songs through books, games, toys, and more.

# Sample Copy Tone Examples / The Studio

## **Let's Get Crafty.**

Looking for new ways to get creative? From 3D printing to embroidery machines, our Studio has all the tools you need to make your ideas reality – plus our programs will help you become a pro in whatever activity piques your interest.

## **Cutting-Edge Tools Available in The Studio.**

From 3D printers to vinyl cutters, the WNPLD makerspace provides access to professional-level digital tools to inspire your next creative endeavour.

## **Make Things Happen.**

With professional-level digital tools such as 3D printers and vinyl cutters, the WNPLD Studio is your spot to feed your creativity and make something great.

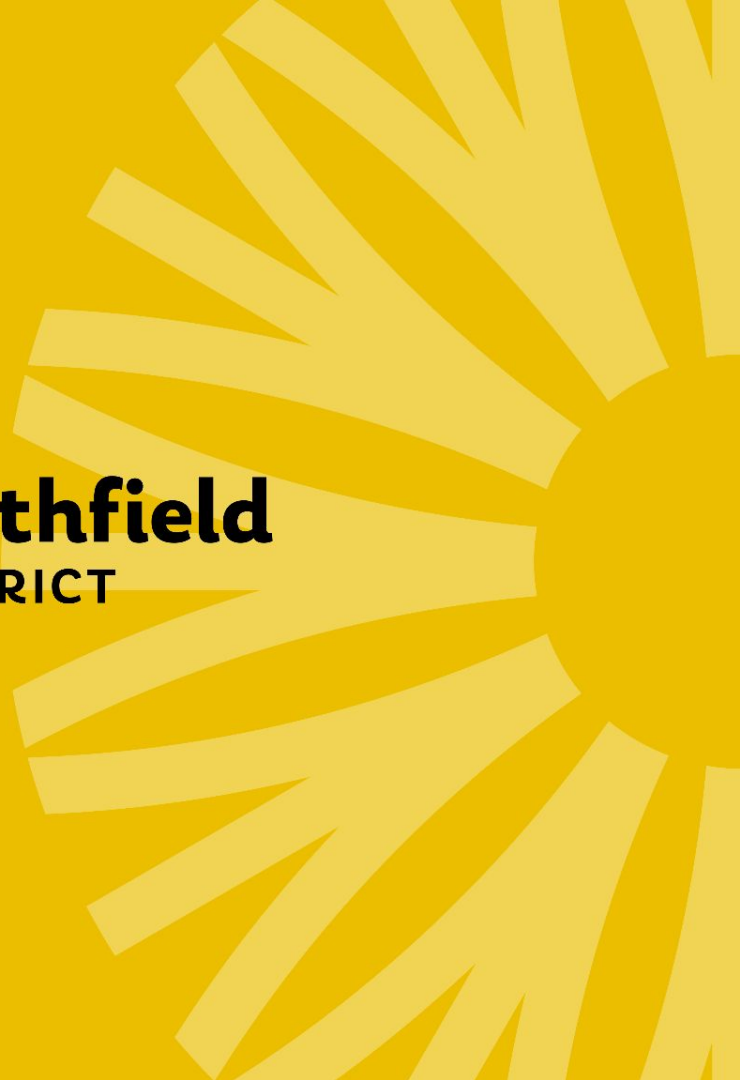
**Tagline**

**Discover Something New**

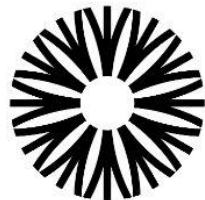
# Logo & Logotype Lockups



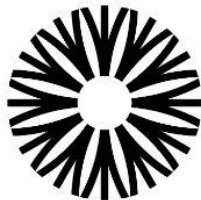
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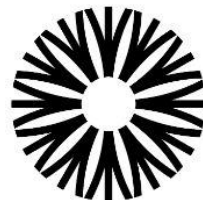




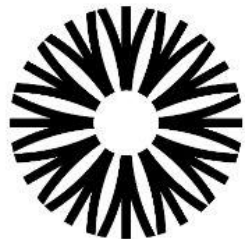
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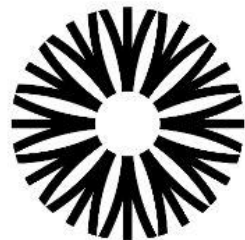
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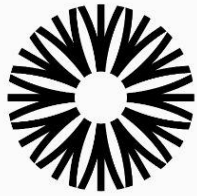


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# Color Palette



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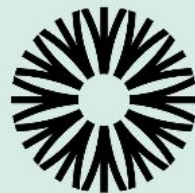
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# Sample Applications



# Winnetka-Northfield

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[Books & More](#) | [Digital](#) | [Research](#) | [The Studio](#) | [Events](#) | [About](#)

## Let's Get Crafty!

**THE STUDIO**

- [3D PRINTING](#)
- [EMBROIDERY](#)
- [LASER ENGRAVING & CUTTING](#)
- [LIBRARY OF THINGS](#)





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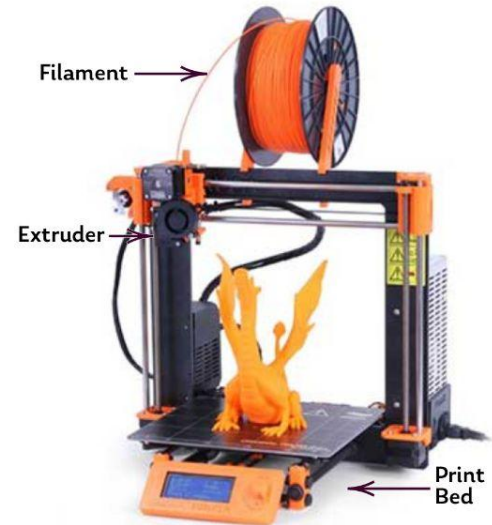
# 3D Printing

## How does 3D printing work?

3D printing makes a physical object from a digital model. The printer heats plastic filament to a malleable state, then recreates the model by laying it down in a series of thin layers. 3D digital models can be created from scratch, or downloaded pre-made from the Internet.

3D printing can be used for a variety of applications – some are just for fun, such as creating customized phone cases or cookie cutters, and others are more functional, such as recreating lost parts to a broken machine.

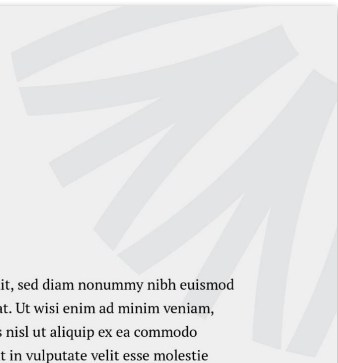
## Design preparation & software







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To whom it may concern

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768 Oak Street  
Winnetka, IL 60093  
847.446.7220

Northfield Library  
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[www.winnetkalibrary.org](http://www.winnetkalibrary.org)



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**Monica Dombrowski**

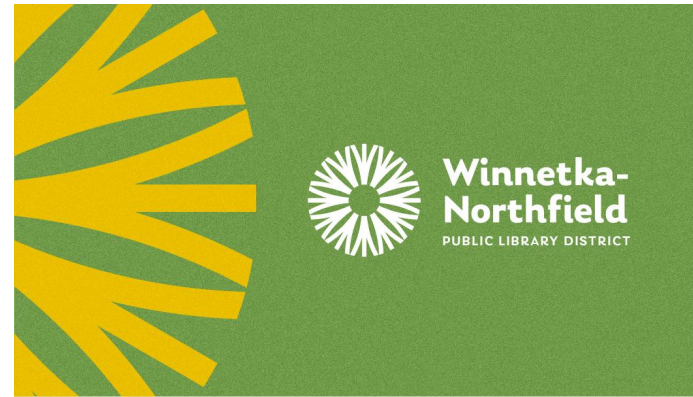
Library Director

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# The Source

WINTER December 2022 - February 2023

## A Wonderland of Good Reads

Winter Reading Challenge

Page 3

Homebound Delivery  
is now available!

Page 2

TWNPLD's  
2022 Favorites

Page 4

Meet our new  
Youth Services  
Manager

Page 11



Winnetka-Northfield  
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# the Source



Discover  
Something  
New

THE  
MIDDLE OF  
WINTER ISSUE

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P5 WE SHOULD  
LOOK IT UP

P10 THE BEST  
EVER





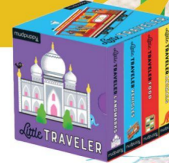
# Early Literacy Kits →



## Give your child a head start with Early Literacy Kits.

Even pre-readers can enhance their literacy skills with kits that explore concepts such as words, rhymes and songs through books, games, toys, and more.

Early literacy is not the teaching of reading. Instead, it means helping children develop the skills they will need to become successful readers. The most important thing you can do to foster early literacy is to provide an atmosphere that's fun, verbal, and stimulating.



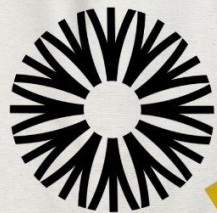
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