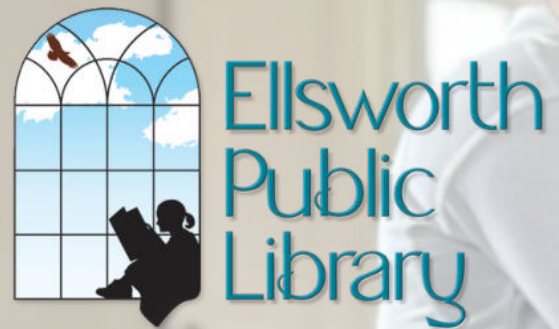




MAY 2025

DESIGN BRIEF

REBRAND & LOGO DESIGN



DESIGN BRIEF

1	PROJECT OVERVIEW
2	HISTORY OF THE LIBRARY
3	REASONS & GOALS FOR THE REBRAND
4	CORE VALUES, BRAND COMPONENTS
5	BRAND PERSONA, BRAND VOICE
6	AUDIENCE
7	VISUAL GUIDELINES & INSPIRATION
8	DELIVERABLES
9	TIMELINE
10	CONTACT

1.PROJECT OVERVIEW



The scope of work commissioned will be determined based on the proposed cost and alignment with project goals. Please note, that this is a one-time contract and may not lead to ongoing work. In your quote, please outline your review policy.

Project Expectation

3/29

The objective of this project is to identify a qualified agency or independent contractor who can, based on this brief, deliver either a. or combination of a. and b.:

A. Logo Design (see slide 25)

- A primary logo and variations suitable for multiple applications across channels | full ownership
- A full suite of file formats
- Clear usage guidelines
- Selection of core colors to be used for the logo

B. Comprehensive Visual Identity (see slide 26)

- Everything mentioned under A. and
- Revised house font and font selection
- A new comprehensive color palette (primary, secondary and accent colors)
- Branded templates (social media, letter head, presentation)
- Aligned visual elements
- Full Ownership

2. HISTORY OF THE LIBRARY

4/29

The Ellsworth Public Library is located on the banks of the Union River in downtown Ellsworth, Maine. The Federalist-style building built in 1817 for Colonel Meltiah Jordan is listed on the National Register of Historic Houses, and is commonly known as the Tisdale House after Seth Tisdale, one of its illustrious owners.

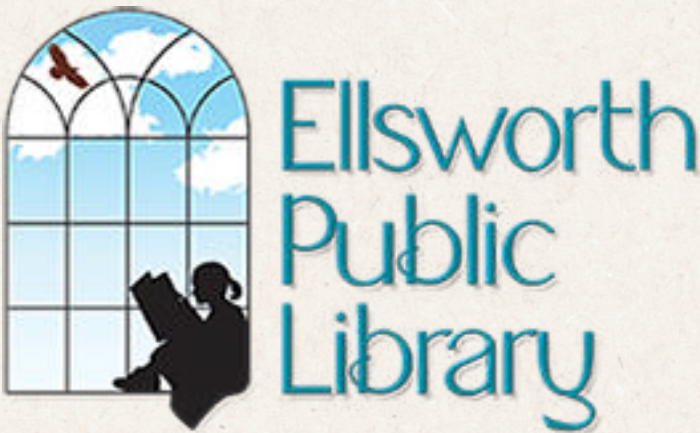
The house has been a public library since 1897 when George Nixon Black gave the remodeled building to the City of Ellsworth with the enduring condition **“That the premises conveyed shall be always used for a public library”**.

A three-story addition, designed by Bingham & Woodward and financed by a bond issued by the City of Ellsworth, was completed in 1991. This addition houses Maine reference and our Whitmore genealogy collection, the Sheldon Goldthwait database, adult fiction and non-fiction stacks, periodicals, reference shelving, several reading areas.

On the lower level, a meeting room with adjacent kitchen, and public rest rooms.



3. REASONS FOR REBRAND



#029356

#e6ca36



#3dafb6

#9d0a44

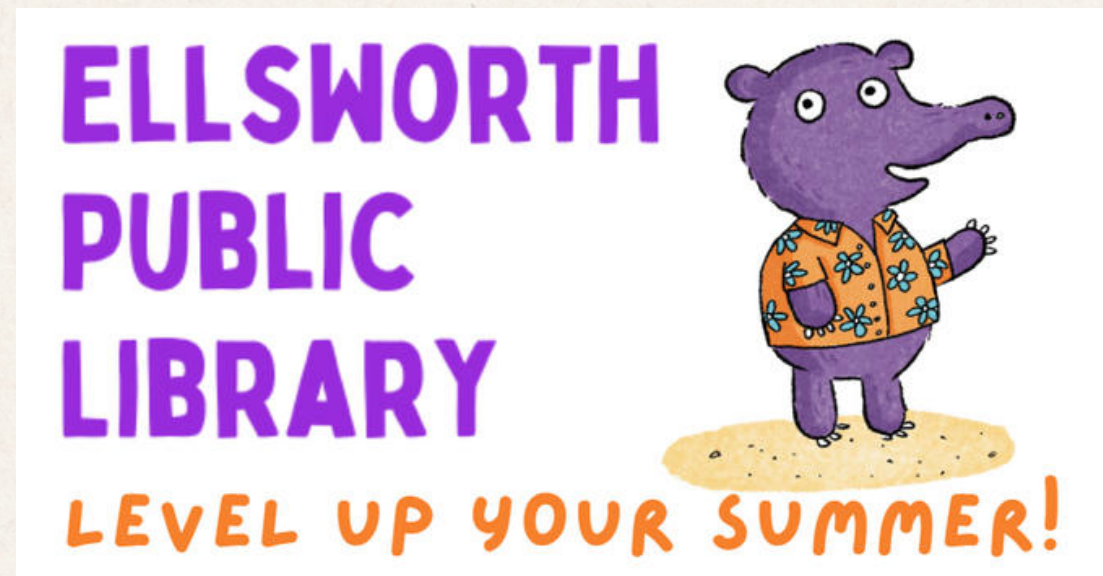
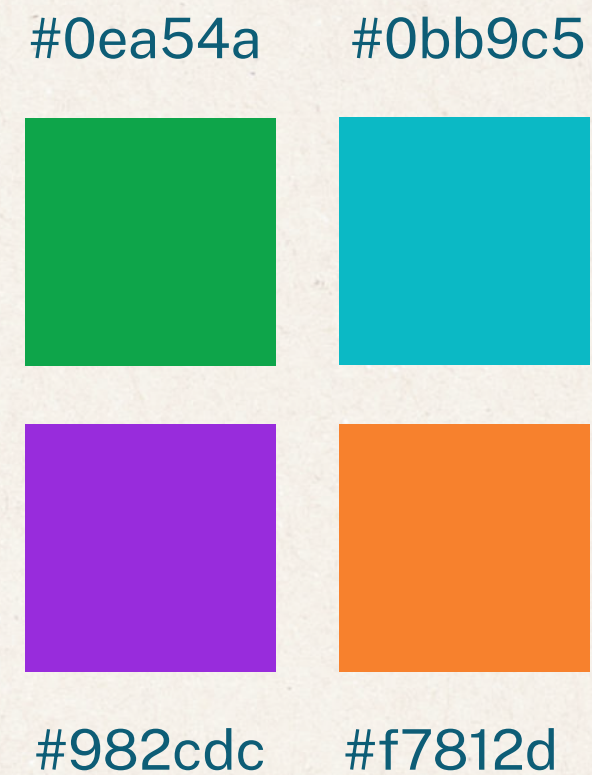
#0d5d76

official current color palette & logo

Logo Is dated (last updated in the 1990s). It is unclear who created the logo.
Available logo files don't allow much visual/creative flexibility. We currently only have a .jpg file.
Move Away from "WINDOW OF OPPORTUNITY" as a tagline
The library is still often described - by others - with a strong focus on its historic and architectural importance neglecting it's relevance as a community & resource hub.
Color scheme dated and not cohesive, no blending possible
Appearance has been inconsistent, style guide is being developed but central pieces are missing (logo etc.)
Rebrand has become necessary to create a coherent presence. At times, we avoid using our current logo and some colors because we don't identify with them which leads to more inconsistency.

COLORS WE INTRODUCED IN 2024

6/29



Variations of the original logo for our kids
2025 Summer Reading Program



stems from a color palette that originated during the creation of the Kids Summer Program Design

3. REBRANDING GOALS

This rebrand should result in a cohesive, flexible, and accessible visual identity that honors the library’s mission and community-centered values while preparing us for growth and future engagement.
We want to build stronger connections with remote workers, young professionals, and teens, and more broadly speaking 20 - 40 year-olds.
We are open to an evolution of the existing logo but prefer a new concept, based on this brief and your creative assessment.
The visual identity should be cohesive and adaptable across all formats.
Signal that EPL is evolving with the times while continuing to offer stability and reliability. People love their local library — we can afford to be bold, but we must remain relatable and inclusive, never alienating. (Knowledge and access are for everyone.) We are looking for a timeless

01 VISION

No matter what happens in the world, we will always be a welcoming and safe space where everybody can be an equal.

02 MISSION**

We strengthen the emotional, educational and economic well-being of the communities we serve through our passionate and knowledgeable staff. We are working toward making all of our resources, collections and programs available to our communities for free.

03 VALUES

We believe that a strong library is the cornerstone of every sustainable and healthy community. Literacy and especially early literacy are vital levers that determine the well-being of the members of our community.

We are working towards making all resources available to everybody. As of April 2025, we are not offering free library cards to everybody. It is a goal of ours to make free cards for all a reality.

****The current mission statement can be found on the [EPL website](#)**



4. CORE BRAND COMPONENTS (2025)

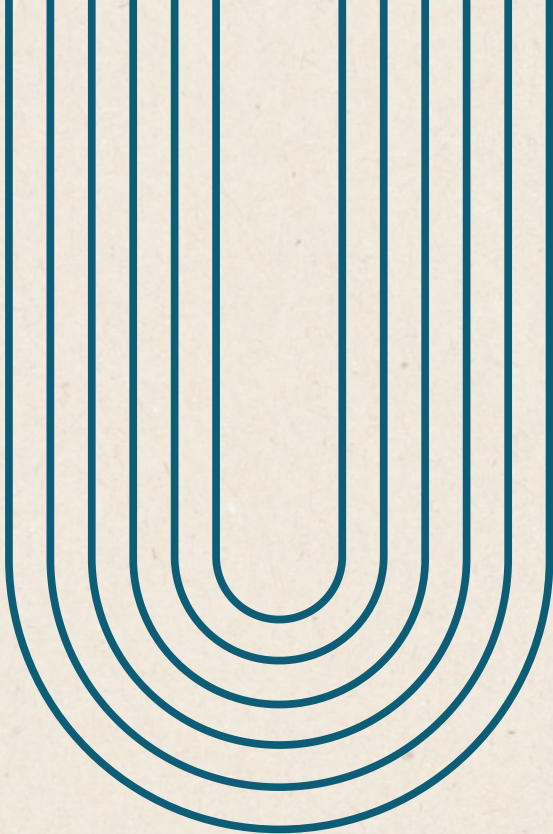
4. LIFE AT THE LIBRARY: OUR TEAM

9/29



4. CORE VALUES (2025)

10/29



#thirdplace
#2ndresponders

RESPONSIVE

WELCOMING

CONNECTING COMMUNITY

4. LIBRARIES | CORE VALUES

11/29

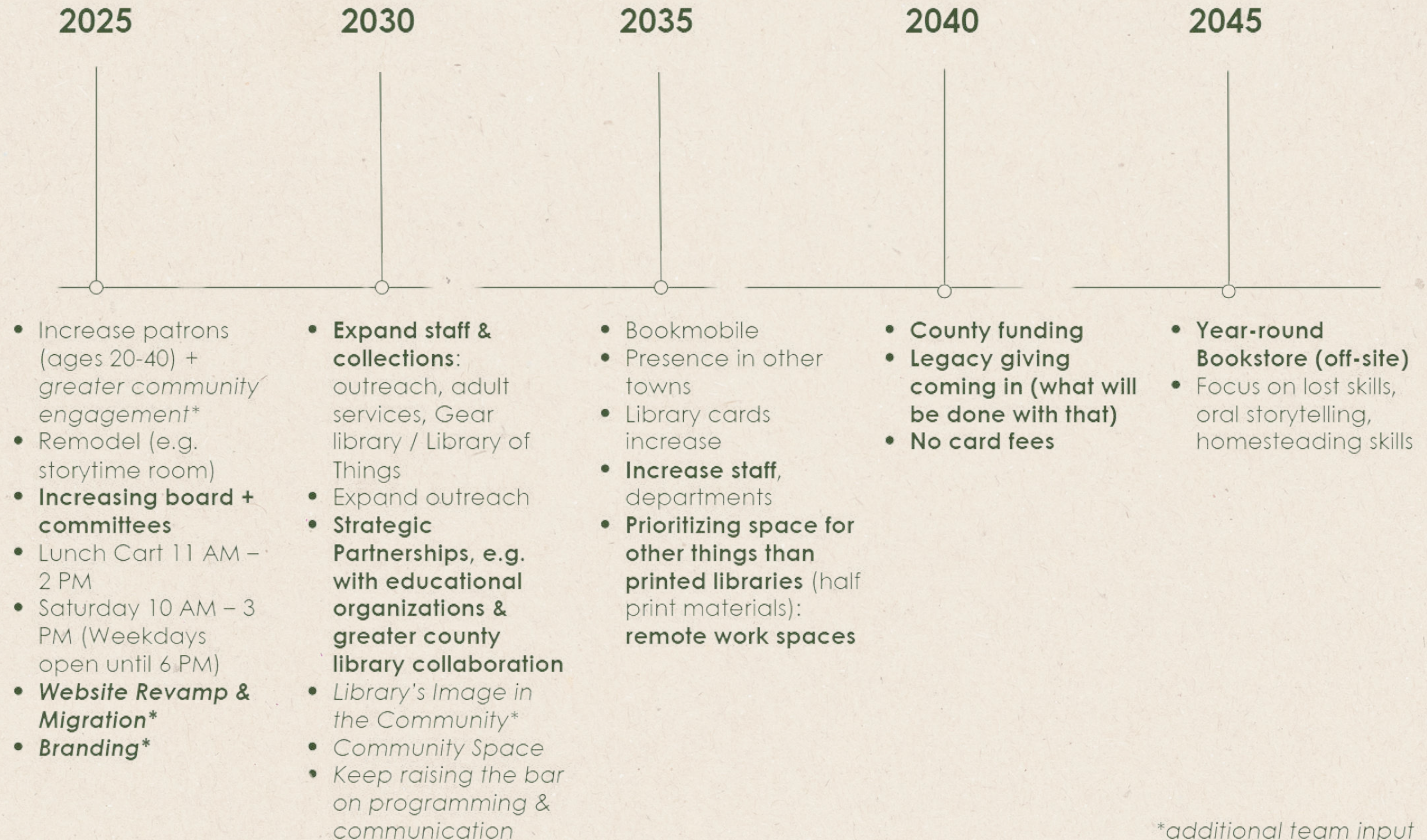
“Library workers play a crucial role in fostering equity by actively working to dismantle barriers and create spaces that are accessible, welcoming, and beneficial for all.”

“Library workers encourage people to cultivate curiosity and form ideas by questioning the world and accessing information from diverse viewpoints and formats without restrictions or censorship.”

Source: <https://www.ala.org/advocacy/advocacy/intfreedom/corevalues>

OUR FUTURE GOALS | IDEAS

12/29



4. NEW TAGLINE

13/29

*For Every Chapter
of Your Life*

5. BRAND PERSONA

14/29

Dominant Archetype: Caregiver | Supportive · Compassionate · Protective

The Caregiver ensures everyone feels safe, respected, and welcome. At the library, this means offering help without judgment and creating a space where people can rest, learn, and grow — while setting healthy boundaries to protect the well-being of all.

Dominant Archetype: Everyman | Approachable · Fair · Relatable

The Everyman treats all people with dignity and respect, no matter their background or situation. In the library, this shows up as down-to-earth service, clear communication, and making sure the rules are applied consistently and kindly.

Differentiating Archetype: Sage | Wise · Thoughtful · Clear

The Sage provides guidance through knowledge, not control. As library staff, this means offering accurate information, explaining policies clearly, and helping patrons make informed decisions — always with patience and calm authority.

5. BRAND PERSONA

15/29

EPL - Ellsworth's Community Hub

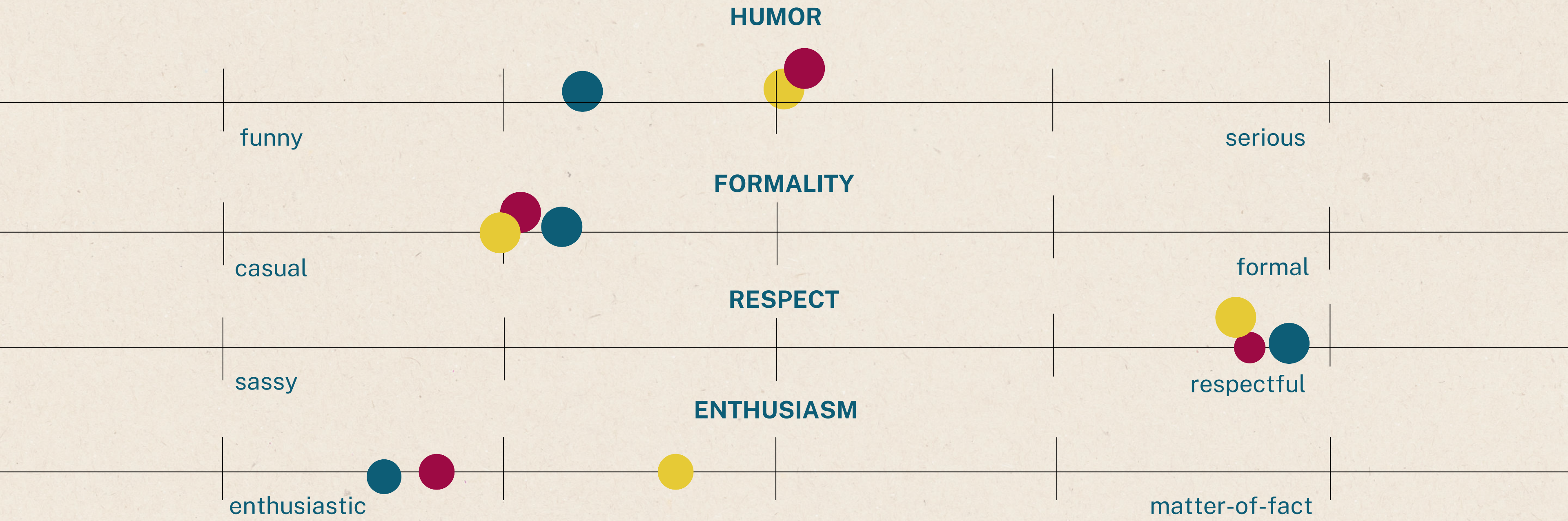
EPL is an open, welcoming space where people come together to learn, connect, and grow. It's a lively center for curiosity and community, where everyone is invited to participate, explore, and enjoy.

We're friendly and approachable, never exclusive or intimidating. Whether you're here to dive into a book, join a workshop, meet up with neighbors, or just take a breather, the library makes room for you. We believe learning should be easy to access, enjoyable to pursue, and shared among all.

EPL blends structure with warmth — upholding clear standards so everyone feels safe, while keeping the atmosphere relaxed and inviting. We take respect seriously, but we also believe that joy, play, and discovery are essential to a thriving public space.

This isn't just a place where services are offered — it's a shared resource where community happens, ideas flow, and everyone has a place at the table.

5. BRAND TONE



5. SELF-IMAGE

17/29

WE ARE HUMOROUS, BUT WE ARE NOT DISRESPECTFUL.

WE ARE ENTHUSIASTIC, BUT WE ARE NOT OVERWHELMING.
WE RESPECT PATRONS' BOUNDARIES.



5. WE LOVE / WE DISLIKE

18/29

We love that people have friendly connected interactions because we get energy from the people around us and we believe that it adds value to people's lives when they feel connected. We love curiosity.

We love allowing people to take ownership of the space because it creates a better space for our community and makes us better as a community library.

We dislike it when the library feels empty or low-energy because we don't want to be forgotten and we are working toward creating a welcoming environment that makes exploring our spaces and resources easy. We dislike reductionist views of what a library is because we are more than a museum, and we are more than just a house of books. We don't like to see anyone feel excluded or believe that knowledge and opportunity are out of reach because neither should be exclusive.



6. AUDIENCE : PATRON EXPERIENCE

THESE ARE THE EXPERIENCES WE WANT PEOPLE TO HAVE AT OUR LIBRARY.

WE ARE LITERALLY HERE FOR EVERYBODY. WE NEED TO BE RELATABLE AND RELIABLE TO EVERYONE FROM REMOTE WORKERS , YOUNG FAMILIES OR VISITORS WHO COME HERE TO USE OUR PUBLIC COMPUTERS,

	NEGATIVE	POSITIVE
FEELINGS	At EPL we don't want anyone to feel ignored or disappointed by the overall experience at the library.	We want patrons and customers to feel welcome, valued, respected and safe. We want patrons/ guests to be comfortable (incl. temperature/climate control).
EXPERIENCES	staff is not paying attention, is absent and not welcoming, not personal, staff seems grumpy, no connections made, irrelevant collections, getting lost in the library	We want patrons and guests to feel truly welcome — to know that our staff cares and doesn't judge. We want to offer inspiration, fun, growth and connection Our goal is to create a happy, cozy space with fun displays and no clutter.

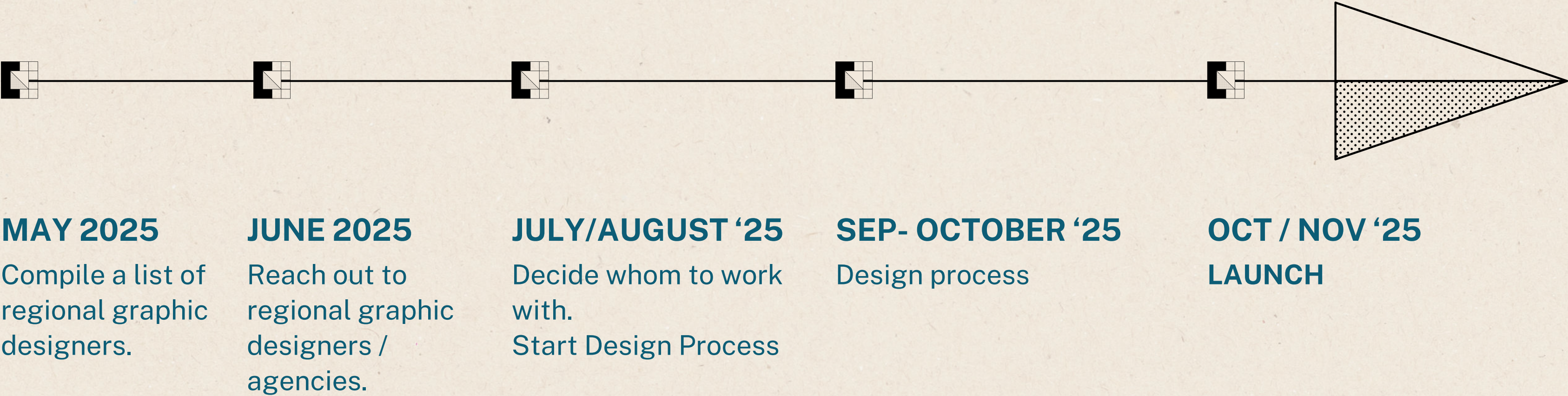
6. LIBRARY PROGRAMS & SERVICES

Early Literacy Programs
Afterschool Programs
Support Groups (e.g., Caretakers)
Book Clubs
Recreational & Inspiring
Community
Resources & Information (Parenting, Career Development, Digital Skills)
Remote Working Spaces

7. LOGO GUIDELINES

NOT TOO ABSTRACT	SPECIFIC TO THE LIBRARY/PLACE-BASED: (THE RIVER WINDOW)	SAFE PLACE
FLEXIBLE & ADAPTABLE	CAREGIVER AND EVERYMAN ARCHETYPES	MORE OR LESS TIMELESS
ALIGNS WITH OUR VISION		

9. TIMELINE FOR THIS PROJECT (can be adjusted)



LAUNCH OF NEW WEBSITE TBD

10. CONTACT

29/29

EPL DIRECTOR

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sleslo@ellsworthlibrary.net

EPL BOARD OF TRUSTEES

Rain Perez
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