OWWL Library System

LIBRARY PARTNER
BRAND GUIDE

TABLE OF CONTENTS

THE OWWL LIBRARY SYSTEM

OUR MISSION & VISION

OWWL Library System supports library services across Ontario, Wayne, Wyoming, and Livingston counties to ensure everyone enjoys the freedom to read, learn, and grow through equitable access to library services.

OWWL Library System also provides tools and aid directly to 42 libraries to help them make the biggest impact in their communities.

CORE VALUES

COMMUNITY

Libraries are inclusive spaces that serve diverse communities regardless of race, age, gender, or socioeconomic status. **Libraries create a welcoming and safe environment for everyone.**

Libraries should actively engage with local communities to understand their unique needs and preferences, offering programs, resources, and services tailored to the people they support. Libraries are encouraged to collaborate with local organizations, schools, and businesses to strengthen the ties within the community.

ACCESS

Funded through the community's tax dollars, libraries are intended to be accessible to all. **Libraries are committed to providing equal access to information and knowledge for all, regardless of economic or social barriers.** This includes access to books, digital resources, and programs. It is our belief that library members are not to charge for any materials, services, or experiences it provides.

INTELLECTUAL FREEDOM

Libraries are staunch defenders of Intellectual Freedom and should not remove or restrict access to materials simply because they might be controversial or unpopular. **It is our responsibility to uphold the right of individuals to read and explore diverse viewpoints.** We encourage free expression, creative exploration, and spaces for individuals to freely pursue knowledge without fear.

LIBRARY PARTNERSHIPS

The OWWL Library System is a New York State-chartered cooperative Public Library System. As one of twenty-three systems in New York State, we aim to support library services through valuable resources and programs.

WHAT OUR SYSTEM OFFERS MEMBER LIBRARIES

- **SYSTEM-WIDE PROGRAMS**
  Spearheads system-wide programs with big community impact, providing tools and supporting marketing for libraries to activate these programs.

- **PROFESSIONAL DEVELOPMENT**
  Provides professional development opportunities to staff and trustees to help libraries provide the best possible service to their communities.

- **COMPLIANCE SUPPORT**
  Ensures all member libraries remain compliant for funding by staying up-to-date and informing members of the state's ever-changing Minimum Standards, mandates, and applicable laws.

- **DATABASES**
  Provides databases and digital resources for member libraries and their communities.

YOUR LIBRARY'S BRANDING

VALUE OF INDEPENDENT BRANDING FOR YOUR LIBRARY

- **IDENTITY & RECOGNITION**
  A strong brand gives a library a unique and memorable identity. It helps the library stand out in the community, making it easier for people to recognize and remember the library next time they are in need of its services.

- **CONNECTION & TRUST**
  A well-established brand can enhances reputation for trustworthiness and reliability. When patrons associate the library's brand with quality services, resources, and information, they are more likely to trust and rely on it.

- **COMMUNITY ENGAGEMENT**
  Maintaining a consistent and recognizable presence in the community can increase the community's engagement with the library. By aligning the brand with the values and needs of the community it serves, the library can foster a strong connection.

- **ADAPTATION & RELEVANCE**
  As the world's technology and habits evolve, it is important for people to know that the library is adapting too. A fresh brand will signal the library's commitment to staying relevant and responsive to the changing informational landscape.

- **LONG-TERM SUSTAINABILITY**
  A strong brand builds a loyal community of library users, which ultimately sustains the proper funding needed to provide the best quality materials, services, and programs.

GUIDELINES & QUICK TIPS

1. Individual library branding does not need to (nor should) relate to or reflect that of OWWL Library System's branding.

2. Once branding is developed, make sure it is used across the library's physical location, website, social media, and off-site materials for consistency and recognition.

3. Online tools are available to achieve branding without extensive knowledge of graphic design or marketing.

HOW TO DEVELOP A BRAND

In alignment with our System values, look no further than your local community! OWWL Library System recommends working with a local graphic designer or branding studio. If funding is a challenge, explore pro-bono options with a company or look to our local schools for a student hoping to grow their portfolio.

LEVERAGING THE OWWL LIBRARY SYSTEM BRAND

THE DOS AND DON'TS OF USING THE SYSTEM'S BRAND

WHEN TO USE OWWL LIBRARY SYSTEM BRAND ASSETS

While we encourage all member libraries to develop independent branding, we love to see our OWWL Library System brand in appropriate applications! By using the encompassing OWWL brand, you're communicating that we're part of a larger, local entity with strong resources and capabilities. Here's when the OWWL Library System brand should be used:

- **WEBSITE**
  Members are encouraged to put the OWWL Member Logo (see next page) on their website to proudly display our cooperative system and its benefits.

- **SYSTEM-WIDE PROGRAMS**
  Members are encouraged to use the OWWL Partnership Logo and program-specific graphics to promote system-wide programs. These programs are aligned with the System's values and goals.

- **GENERAL COLLATERAL**
  With permission, the OWWL Member Logo can be used on general library collateral such as rack cards and brochures. The logo must be used in a matter that is not related to specific individual programs but rather the library on a whole.

WHEN *NOT* TO USE OWWL LIBRARY SYSTEM BRAND ASSETS

The OWWL Library System brand should not be used to promote individual library initiatives not developed by the OWWL Library System. Such examples include:

1. **INDEPENDENT LIBRARY PROGRAMS**
   OWWL Library System brand assets should not be used with independent programs developed by the individual library.

2. **INDEPENDENT LIBRARY EVENTS**
   OWWL Library System brand assets should not be used to promote events not created, endorsed, or supported by the OWWL Library System.

3. **INDIVIDUAL LIBRARY BRANDING**
   OWWL Library System brand assets should not be used to serve as an individual library's branding. These brand assets include the OWWL Library System logo, supporting graphics, and specific brand colors.

WHY IS THIS IMPORTANT?

It is imperative that the OWWL Library System brand is associated with programs that strictly align with our mission, vision, and core values. For example, a paid event goes against our value of accessibility and should not be promoted with OWWL Library System brand assets. Clear definition and effective use of individual branding and the cooperative system branding prevents confusion in the community.

PARTNER ASSETS FOR USE

OWWL MEMBER LOGO

To be used on website and general brand collateral, secondary to individual library's branding

OWWL 2 GO LOGO

To be used for marketing or other publicity materials to promote the system-wide Digital Library

OWWL LIBRARY CARD DESIGN

To be used for library card or catalog promotion only

NOT PERMITTED FOR MEMBER USE: PRIMARY OWWL LOGOS

LOGO USAGE GUIDELINES

NEGATIVE SPACE

A good amount of negative space should always be kept around the logo when placed on any graphics, print materials, or web pages. This ensures legibility and clarity.

DARK BACKGROUNDS

Logos should not be inverted to white. When used against a dark background, pattern, photo, or otherwise hard-to-read placement, a white oval should be used for legibility and clarity.

BRAND COLORS

Colors should never be altered on any OWWL-provided brand graphics.
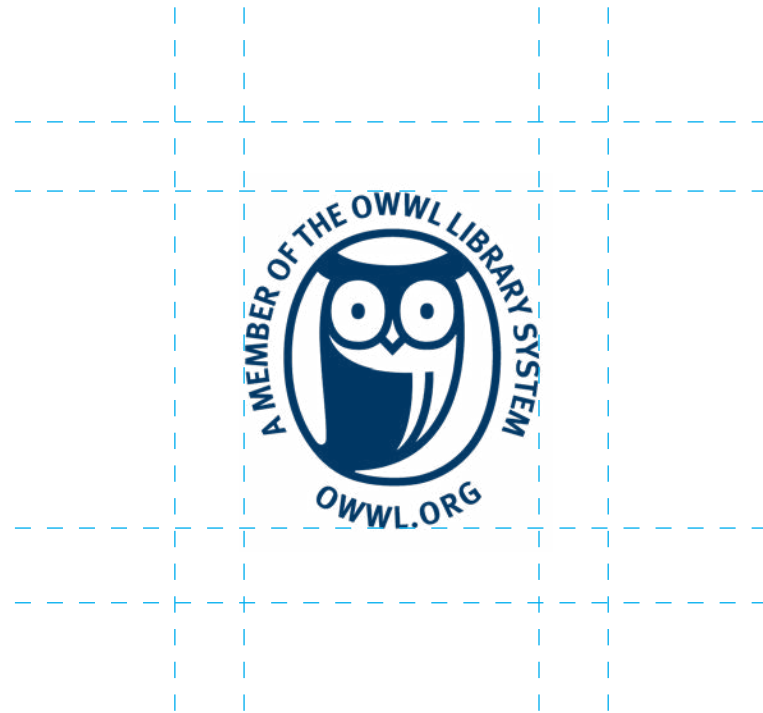
PARTNER ASSETS FOR USE WITH PERMISSION

PROGRAM ASSETS

- To be used for promotion of each respective system-wide program only
- To be used as-is and not to be manipulated in any way
- Approval for use required

THE GREAT GIVE BACK	BOOKLET	ONE BOOK, OWWL KIDS

LIBRARY CARD SIGN-UP	TAKE YOUR CHILD TO THE LIBRARY DAY	OWWL PARTNERSHIP LOGO

EXAMPLE DOS & DON'TS

GOOD EXAMPLES OF BRAND USE

TAKE YOUR CHILD TO THE LIBRARY DAY
SATURDAY, FEBRUARY 4, 2023 AT WHIDBEY LIBRARY

✓ Proper use of partnership logo and program assets

ONE BOOK, OWWL KIDS
A community reading program across 42 libraries
WHIDBEY LIBRARY IS A PROUD PARTICIPANT!
LEARN MORE ON OUR WEBSITE

✓ Proper use of partnership logo and program assets

HALLOWEEN STORIES
SATURDAY OCTOBER 10
JOIN US FOR FAMILY STORY TIME, TRICK-OR-TREATING, & COSTUME CONTEST
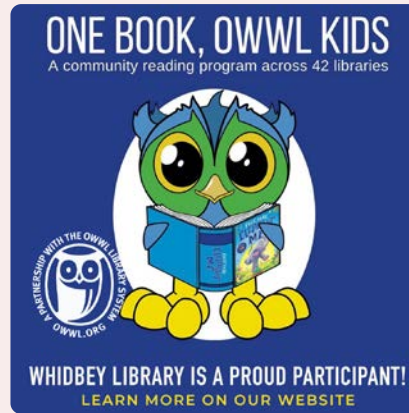Whidbey Library
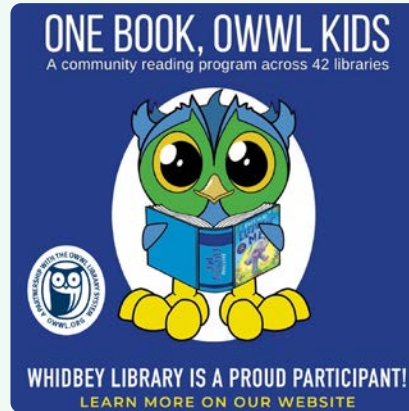
✓ Proper use of individual library branding to promote independent event not created or supported by the OWWL Library System

BAD EXAMPLES OF BRAND USE

TAKE YOUR CHILD TO THE LIBRARY DAY
SATURDAY, FEBRUARY 4, 2023
OWWL LIBRARY SYSTEM

X OWWL primary logo causes confusion
X Manipulation of program graphics not permitted
X Transparent backgrounds should be used with logos

ONE BOOK, OWWL KIDS
A community reading program across 42 libraries
WHIDBEY LIBRARY IS A PROUD PARTICIPANT!
LEARN MORE ON OUR WEBSITE

X Partnership logo should not be inverted on dark background

OWWL LIBRARY SYSTEM
HALLOWEEN STORIES
$10 TICKET INCLUDES STORY TIME, GOODY BAG, AND TRICK-OR-TREATING!

X OWWL does not condone paid events; branding not permitted for promotional use of these activities
X Use of program assets outside of respective program not permitted
X Manipulation of program graphics not permitted

UNIFIED MESSAGING HELPS US ACHIEVE OUR GOALS

Branding is important in what we do. It provides clarity and builds a connection and trust with our local communities. As a cooperative library system, it is imperative that our communications align with our mission, vision, and core values. Thank you for being a valued member of our wonderful group of libraries!

QUESTIONS?

If you have any questions on how to best use these assets, please reach out to:

communications@owwl.org

Thank you!