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A YEARLONG JOURNEY TO REBRAND A LOCAL LANDMARK

As a fixture in the community since 1935, The Weston Public Library was seeking a creative partner to help in the creation of a new brand strategy and identity that is reflective of its breadth of services, mission, and vision of its future. As part of this initiative, the new identity, creative assets, and brand manual will focus on articulating the library's long-term vision as well as enhancing brand awareness in the community in conjunction with its strategic plan.

We sought out to take a deep dive into the library, stakeholders, patrons, and community to fully understand what makes the Weston Public Library unique. Interviews, surveys, spending time in the space, and visiting other local libraries led to the development of three creative concepts to build the foundation of the brand.

1. Its in our Roots – A direction based on location, the character of town, and architecture
2. The Heart of Weston – Based around the idea of bringing the community together, the center of town.
3. Freedom – Lifelong learning, amazement, curiosity, imagination

We worked with the library to develop the foundational elements of the brand via a redefined mission, vision, and values which layed the groundwork for the visual elements.

Based on the architecture of the building and the time period of construction we developed the new identity to be reflective of mid-century design and Weston. Later, we developed the brand elements, patterns, graphics, and toolkit to fully encompass the mid-century roots of the library in a vibrant, modern, and welcoming brand.

The brand has yet to launch publicly as we continue to work with the library on developing collateral, signage, and all of the assets they need, but everyone who has seen the new brand today is extremely excited about the outcome.