



Modernizing the Newmarket Library Brand

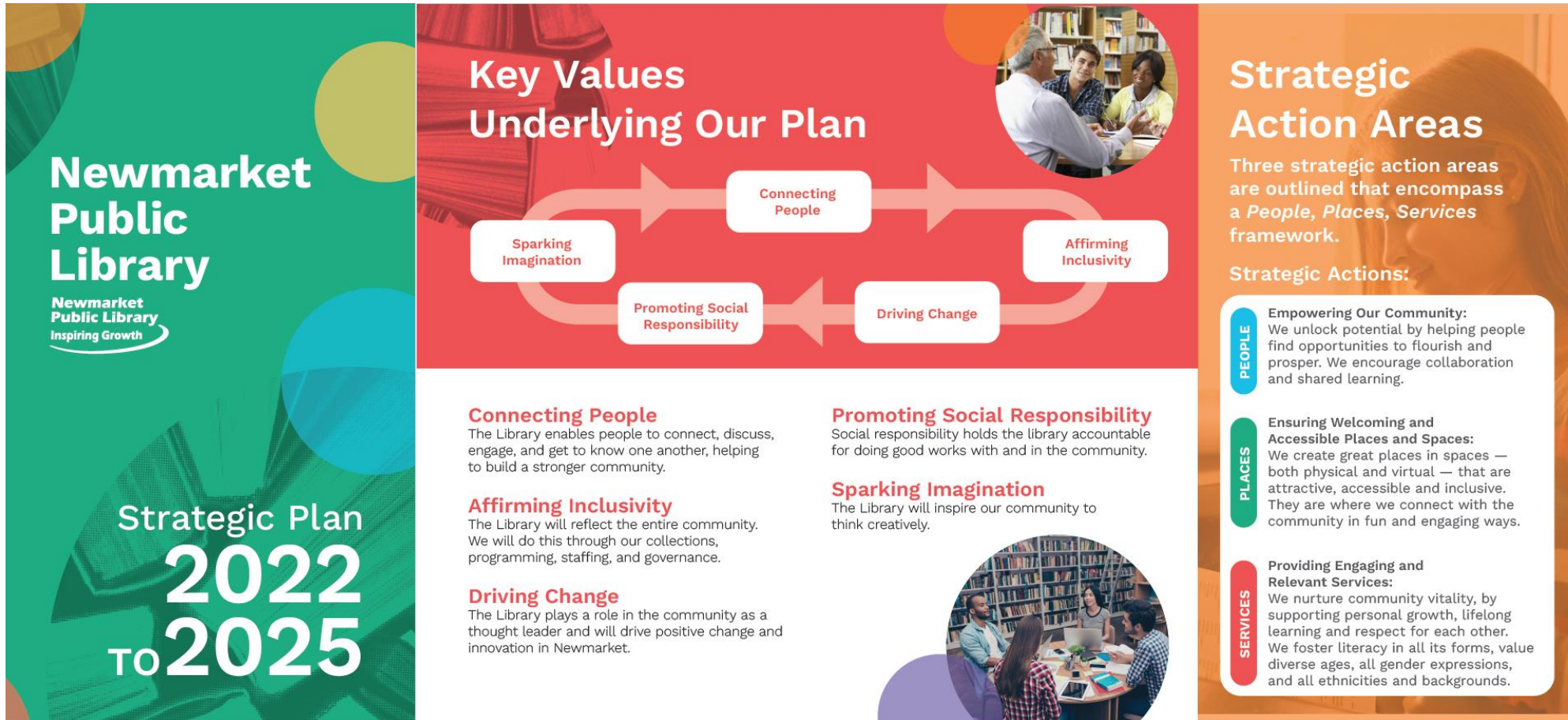
Prepared by: Tracy Munusami
Date: Monday, April 24

Anything and Everywhere

Agenda

- Strategic Plan
- Why we are rebranding
- What the new brand represents
- Unveil the new brand
- What's next for the library

Strategic Plan



Why are we rebranding?



With The **Newmarket Public Library**
npl@newmarketpl.ca

Circa 1995 – 2006



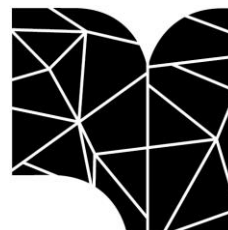
2006-2023



A modern brand that represents...



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438 Park Ave.
Newmarket, Ontario L3Y 1W1
www.newmarketpl.ca



newmarket
library



At the Newmarket Library we are...



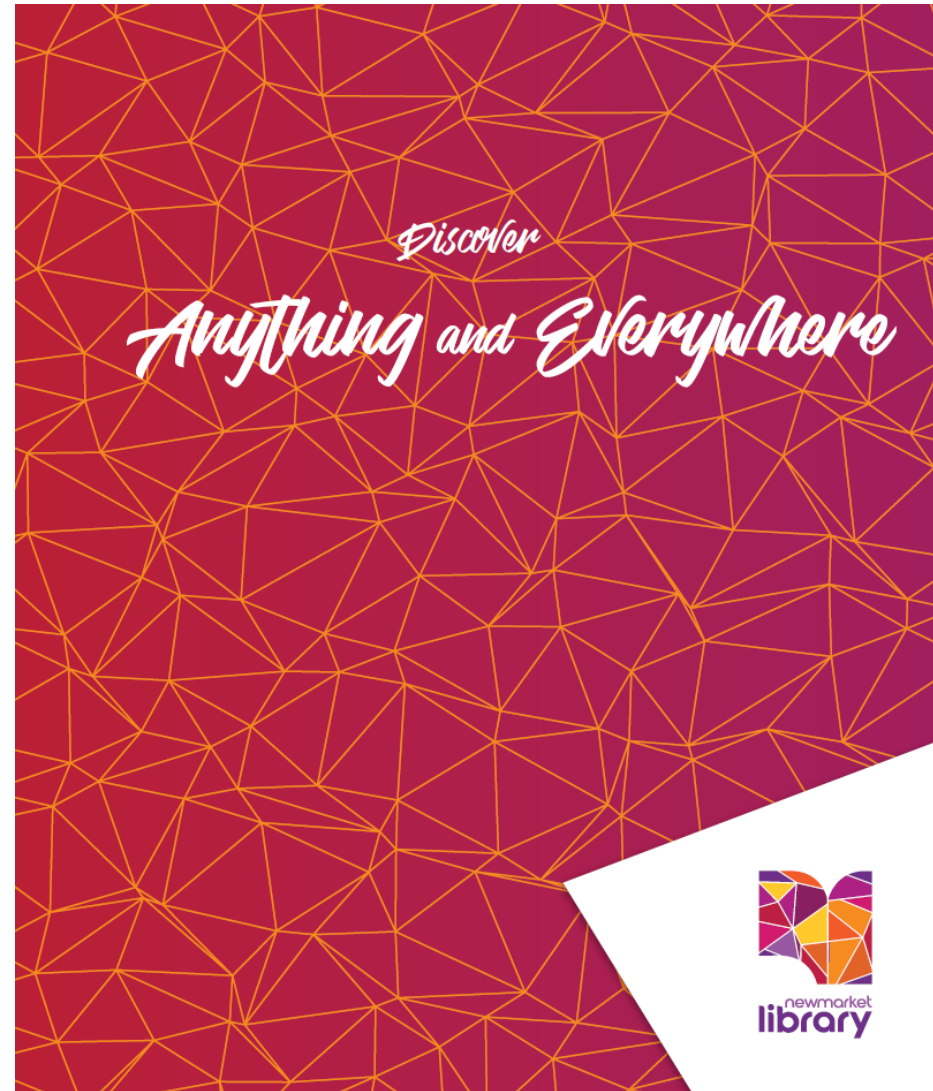
A Hidden Gem

Quirky & Charming

Richly Storied, filled with Abundant Opportunities



Introducing the new tagline



Co-branded applications

The Newmarket Library is publicly funded through the Town of Newmarket.

Co-branded applications have been created for communication regarding resourcing and overarching corporate messages.



Newmarket Library

905-953-5110
438 Park Ave.
Newmarket, Ontario L3Y 1W1
newmarketpl.ca



Media Release



Corporate Policy



Co-branded applications

The library collaborates with many community organizations to bring programs to the public.

When promoting a collaborative program, the lead organization's logo will go in the first (upper or left) position, with the supporting organization in the second (lower or right) position. In many cases, the program will be led by the external organization and hosted at the Library putting it in second position.

A great opportunity to learn step-by-step how to change a flat tire on a bicycle. From locating the puncture to using tools to remove the tire, you will gain valuable skills to confidently repair and maintain your bike. We will be working hands-on with bicycle wheels, so please dress accordingly. Younger participants may bring a parent or caregiver to help them.

Register at <http://bit.ly/3KT9E5n>
or call 905-953-5110 Ext. 4800

Anything and Everywhere

905-953-5110 • 438 Park Ave. Newmarket, Ontario L3Y 1W1

Presented by:

**NEWMARKET
CYCLES**



www.newmarketpl.ca

Newmarket Public Library is celebrating Canadian Children's Book Week this year with a special online author event with Shauntay Grant, who will be reading from her award-winning picture book *Africville*, which introduces young readers to the history and legacy of this Black community located near Halifax, Nova Scotia.

This event is organized by the Canadian Children's Book Centre, connecting authors and illustrators with children to delight and inspire a love of reading.

Anything and Everywhere

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**The Canadian
Children's
Book Centre**



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What's next for the library?



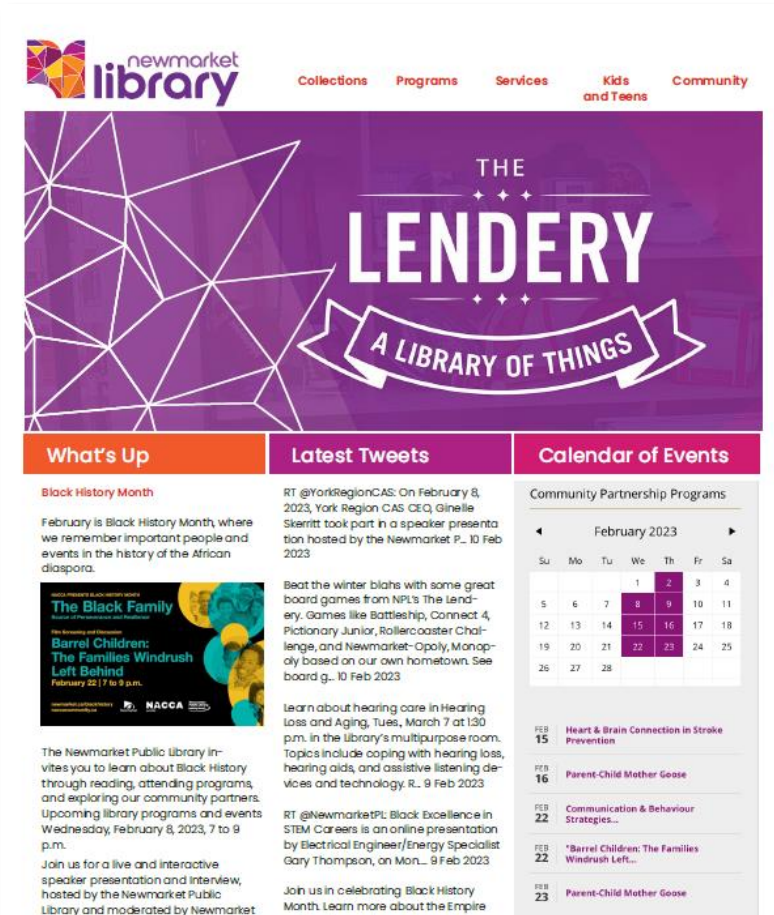
Getting outside the four walls of the Library

- Outreach around the community
- Programs at the Seniors Centre
- Pop-Up programs in the Parks
- More collaboration with other community groups
- Taking advantage of spaces where people are already congregating



What's next for the Library?

Update website and signs





905-953-5110 | 438 Park Ave Newmarket | newmarketpl.ca