



Modernizing the **Newmarket Library Brand**

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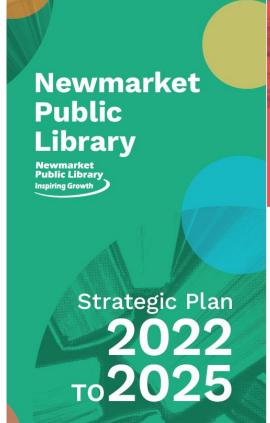
Anything and Everywhere

Agenda

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



Strategic Plan





Connecting People

The Library enables people to connect, discuss, engage, and get to know one another, helping to build a stronger community.

Affirming Inclusivity

The Library will reflect the entire community. We will do this through our collections, programming, staffing, and governance.

Driving Change

The Library plays a role in the community as a thought leader and will drive positive change and innovation in Newmarket.

Promoting Social Responsibility

Social responsibility holds the library accountable for doing good works with and in the community.

Sparking Imagination

The Library will inspire our community to think creatively.



Strategic Action Areas

Three strategic action areas are outlined that encompass a People, Places, Services framework.

Strategic Actions:

Empowering Our Community:
We unlock potential by helping people find opportunities to flourish and prosper. We encourage collaboration and shared learning.

Ensuring Welcoming and Accessible Places and Spaces:

We create great places in spaces — both physical and virtual — that are attractive, accessible and inclusive. They are where we connect with the community in fun and engaging ways.

Providing Engaging and Relevant Services:

We nurture community vitality, by supporting personal growth, lifelong learning and respect for each other. We foster literacy in all its forms, value diverse ages, all gender expressions, and all ethnicities and backgrounds.

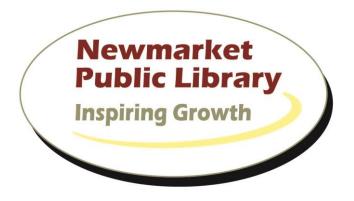




Why are we rebranding?



Circa 1995 - 2006



2006-2023



A modern brand that represents...



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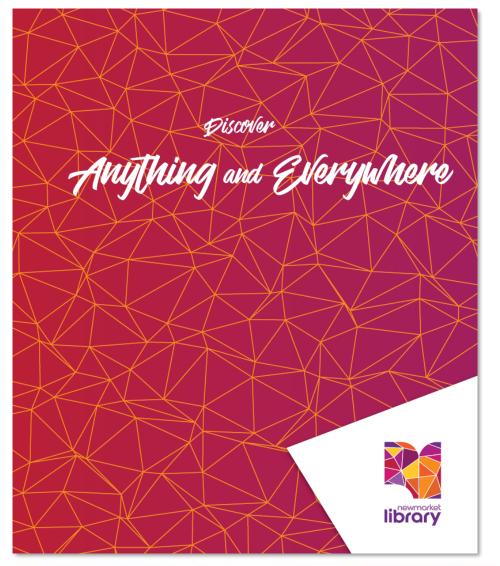
At the Newmarket Library we are...



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 IWI 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



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.



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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



