

Lucius Beebe Brand Refresh

Lucius Beebe Memorial Library came to us with a strong, historic brand identity — but it had grown organically over many years, resulting in inconsistent application across print, digital, and social channels. The Library needed clarity, consistency, and tools that would make it easier for staff to create professional, on-brand materials without relying on outside designers for every piece.

We started with a deep dive into everything the Library had produced — from logos and program graphics to bookmarks, brochures, digital signage, newsletters, social media, and the website itself.

What we found was a library with a rich visual history and a talented, dedicated staff, but no shared system to guide day-to-day communications. Rather than building a new identity from scratch, we focused on refining and standardizing what already existed.

We refined their logo and developed a structured color system rooted in the building's architecture, a defined typographic palette that balanced historic character with modern accessibility, and a library of branded Canva templates that made consistency the default — not the exception.

The project culminated in a training session and a comprehensive brand guidelines document designed to support the Library for years to come.

Lucius Beebe Memorial Library engaged with CAC to do the following:

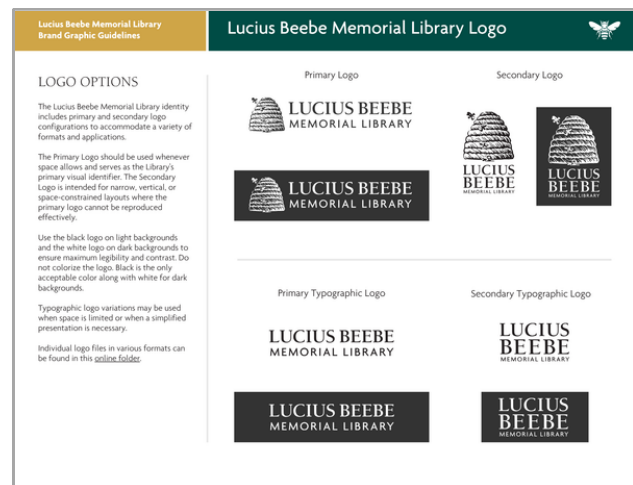
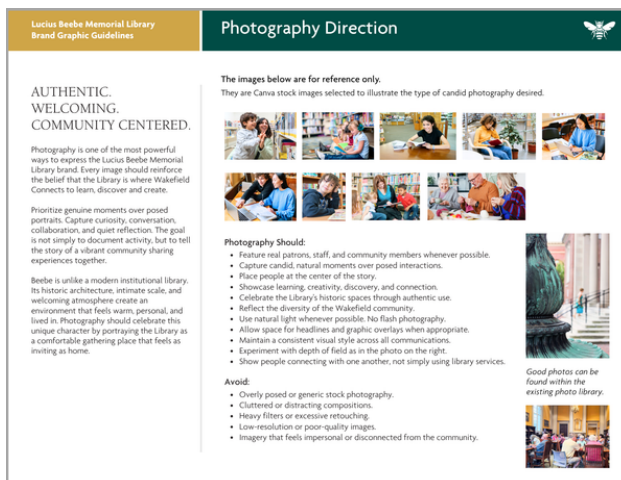
- Comprehensive brand audit spanning print, digital, email, social media, and physical spaces
- Logo refinement to strengthen the existing visual identity while maintaining its recognizable character
- Color palette refinement with a defined hierarchy of primary, secondary, and accent colors
- Typography system designed to support consistency across print and digital communications while addressing readability and accessibility
- Canva template library for commonly used materials, including bookmarks, flyers, digital signs, brochures, newsletters, and door signs
- Marketing Standards & Guidelines documenting the visual system and providing practical direction for staff
- Staff training, including a video tutorial and supporting materials to help staff confidently apply the new standards
- Email newsletter alignment to bring the library's email communications into greater visual consistency with the brand
- Letterhead designs optimized for both in-house digital use and professional printing



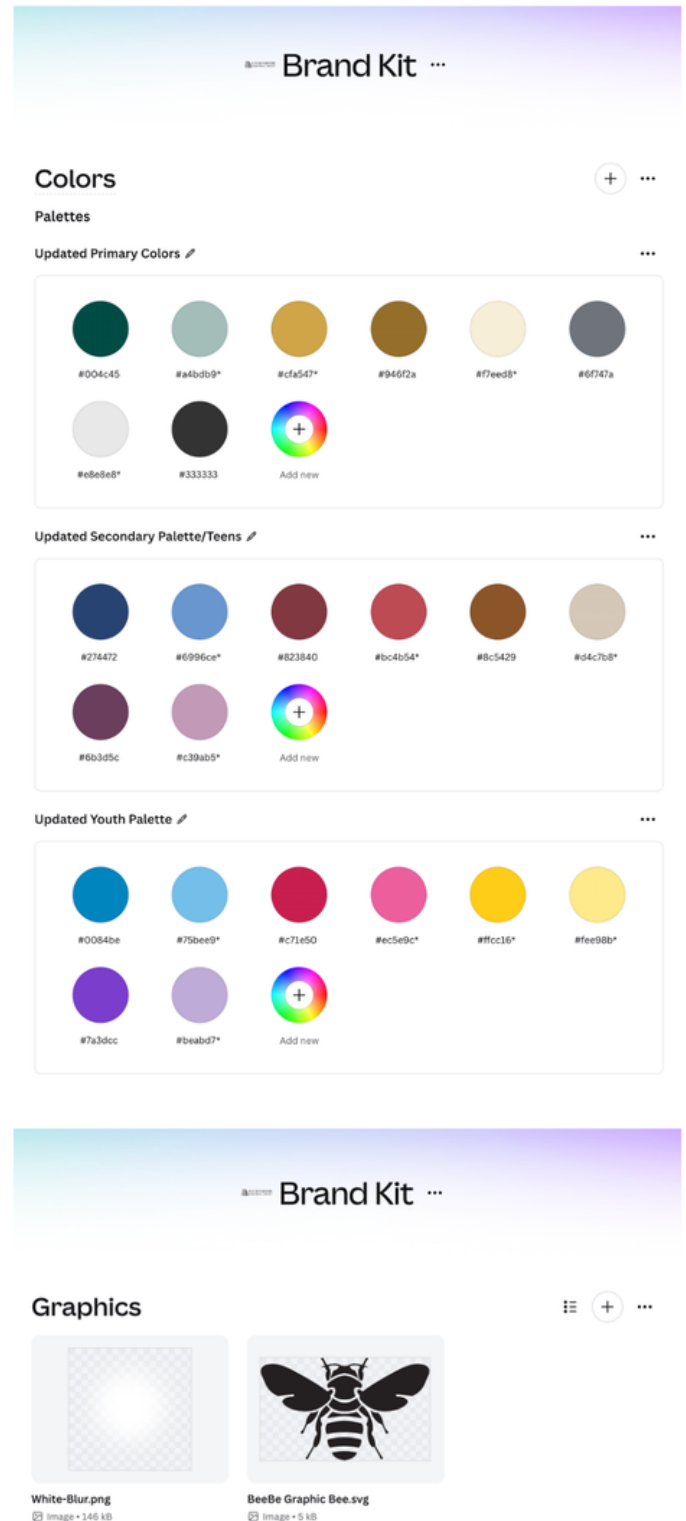
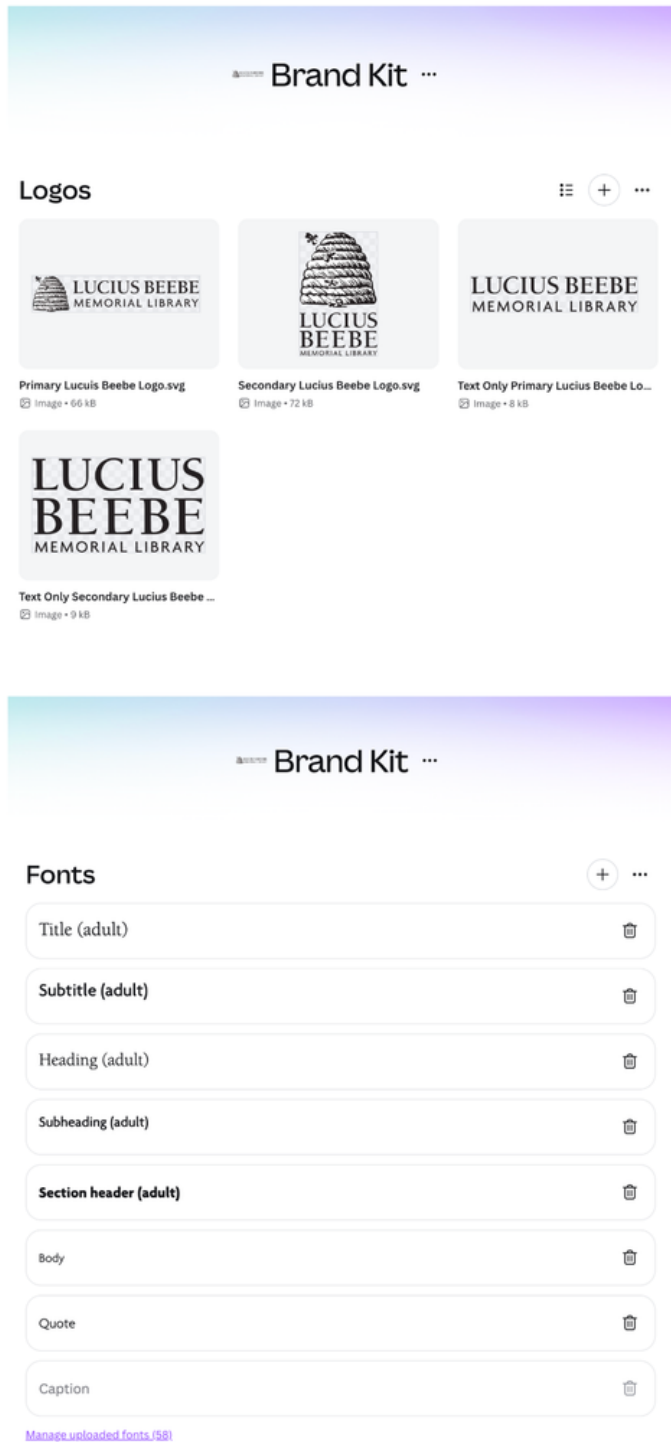
Our approach was to build on Lucius Beebe Memorial Library's strong existing identity and make it easier for staff to use consistently across channels. We started with a brand audit and creative direction phase to refine the visual system, including a simplified color palette, font standards, and clear guidance that kept the bee logo recognizable while aligning youth and adult communications. The library's historic architecture served as inspiration for the brand's color palette and traditional visual language, creating a strong connection between the library, its history, and the community it serves.

From there, we turned that strategy into practical tools staff could use every day. We created Canva templates, a concise marketing standards and guidelines document, and newsletter alignment recommendations so materials were easier to produce, more consistent, and less time-consuming. We also provided training and implementation support to help staff confidently customize templates and maintain brand integrity over time, with optional website mockups and standards available as an added layer of support.

The goal was not to reinvent the brand, but to create a cohesive, professional framework that preserved the Library's historic character and supported its forward-thinking community presence.

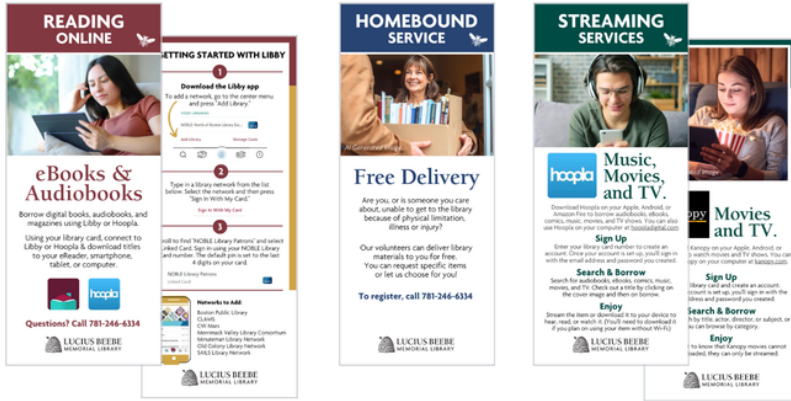


The Canva Brand Kit serves as the foundation for day-to-day brand implementation. It organizes approved logos, fonts, colors, graphics, and templates into a centralized resource that simplifies content creation and helps staff consistently apply the library's visual identity. Training materials accompany the Brand Kit to encourage confident adoption and long-term success.



Branded templates were created and added to the Canva Team Brand Kit for easy access and use.

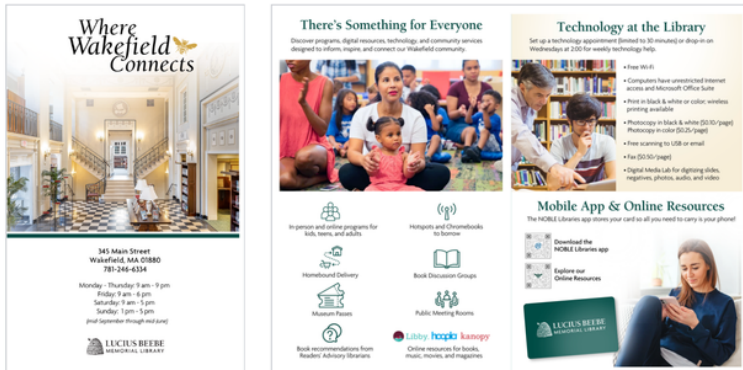
Info Bookmarks



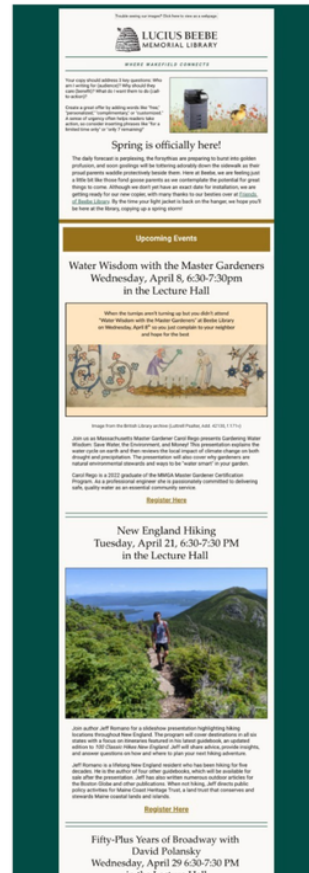
Recurring Program Bookmarks



Library Brochure



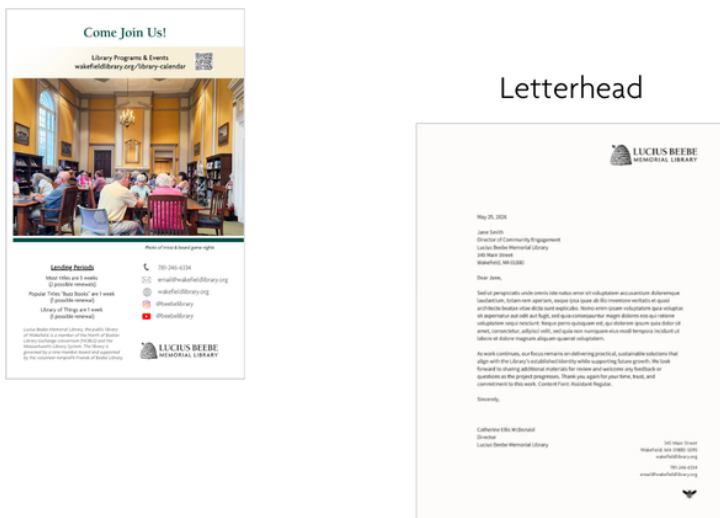
Adult Newsletter



Youth Newsletter



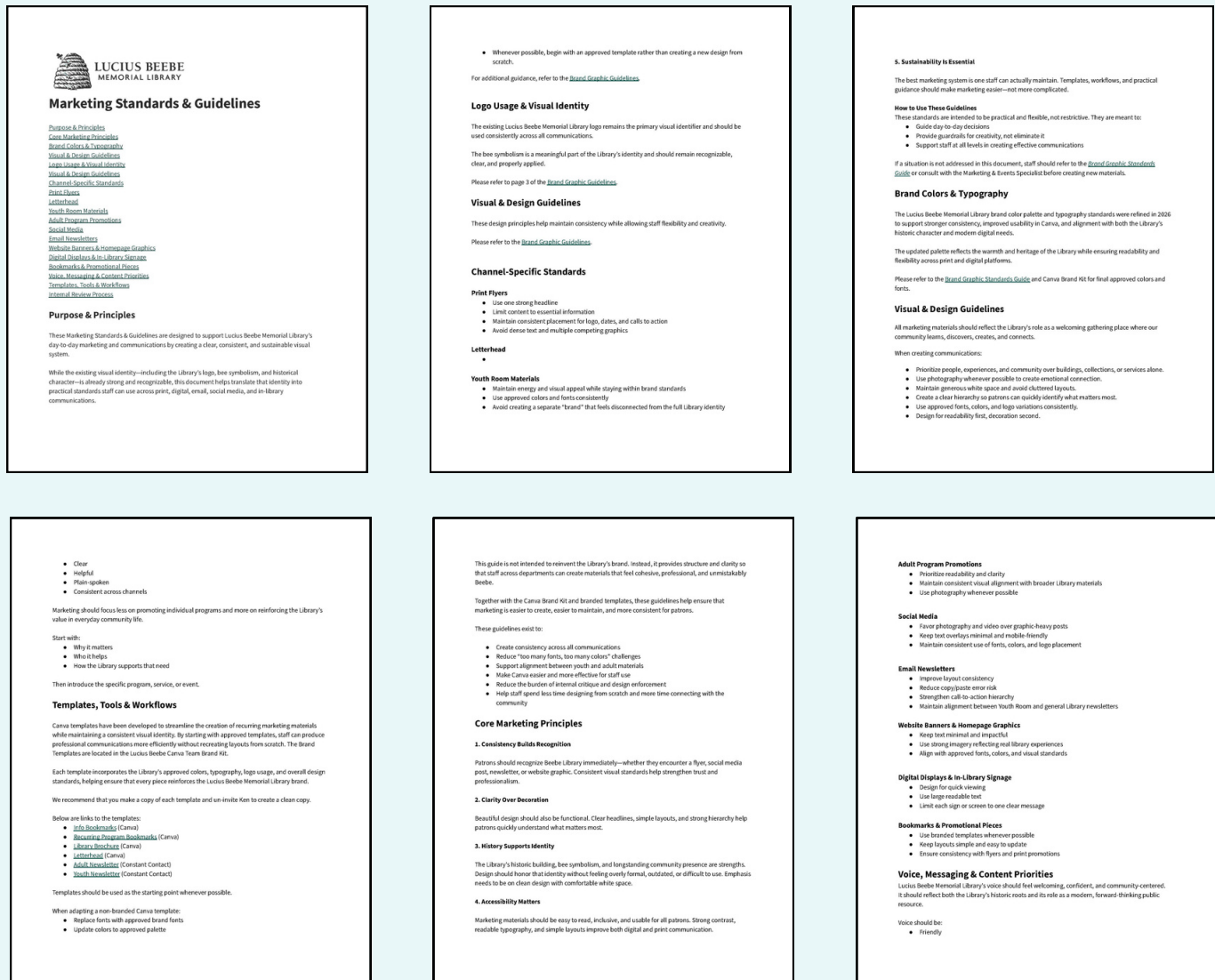
Letterhead



(Constant Contact Templates)

Pages from the Marketing Guidelines

This document sets out Lucius Beebe Memorial Library's marketing standards to create a consistent, professional, accessible brand across print, digital, email, social media, and in-library materials. It emphasizes using approved templates, colors, typography, and logo usage, with clear, community-centered messaging and a simple review workflow to make marketing easier for staff and more recognizable for patrons.



Client Feedback:

"I read through the final document over the weekend and drew a To Do list from your suggestions. It's a fantastic summary. We are very pleased with the process and the results!"

– Catherine McDonald, Director, Lucius Beebe Memorial Library

Before and After: Lucius Beebe Memorial Library Logo



Before and After: Lucius Beebe Memorial Library Brochure

Original Design



After Brand Implementation

Contact & Follow

Library Programs & Events
wakefieldlibrary.org/library-calendar

@beebelibrary
@beebelibrary

781-246-6334
email@wakefieldlibrary.org
wakefieldlibrary.org

LUCIUS BEEBE MEMORIAL LIBRARY
Lucius Beebe Memorial Library, the public library of Wakefield, is a member of the North of Boston Library Exchange consortium (NOBLE) and the Massachusetts Library System. The library is governed by a nine-member board and supported by the volunteer nonprofit Friends of Beebe Library.

LUCIUS BEEBE MEMORIAL LIBRARY
345 MAIN STREET
WAKEFIELD, MA 01880

Monday - Thursday: 9 am - 9 pm
Friday: 9 am - 6 pm
Saturday: 9 am - 5 pm
Sunday: 1 pm - 5 pm (mid-September through mid-June)

Come Join Us!

Library Programs & Events
wakefieldlibrary.org/library-calendar

Where Wakefield Connects

Lending Periods
Most titles are 3 weeks (2 possible renewals)
Popular Titles "Buzz Books" are 1 week (1 possible renewal)
Library of Things are 1 week (1 possible renewal)

781-246-6334
email@wakefieldlibrary.org
wakefieldlibrary.org
@beebelibrary
@beebelibrary

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Wakefield, MA 01880
781-246-6334

Monday - Thursday: 9 am - 9 pm
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Sunday: 1 pm - 5 pm (mid-September through mid-June)

LUCIUS BEEBE MEMORIAL LIBRARY

Welcome to Beebe Library

Borrow Periods:

Most titles	Popular titles "Buzz Books"	Library of Things
3 weeks (2 possible renewals)	1 week (1 possible renewal)	1 week (1 possible renewal)

Beebe Library provides a variety of resources including:

- In person & virtual programs for kids, teens, and adults
- Book discussion groups
- Trivia & board game nights
- Hotspots, Roku, and Chromebooks to borrow
- Book recommendations from Readers' Advisory librarians
- Online resources for reading, listening, and streaming books, music, movies, and magazines

Download the NOBLE Libraries app to store your card information. All you need to carry is your phone!

Explore our online resources

Technology at the Library

- Computers have unrestricted Internet access and Microsoft Office Suite
- Print in black & white or color
- Wifi & Wifi printer
- Photocopy in black & white (\$0.10 / page) or color (\$0.25 / page)
- Free scanning to USB or email
- Fax (\$0.50 / page)
- Digital Media Lab for scanning slides, negatives and photos; digitizing audio and video materials
- Technology appointments (limited to 30 minutes)
- Weekly drop-in technology help
- Monthly technology classes

Other Services

- Museum passes
- Public meeting rooms
- Homebound delivery

There's Something for Everyone

Discover programs, digital resources, technology, and community services designed to inform, inspire, and connect our Wakefield community.

In-person and online programs for kids, teens, and adults

Hotspots and Chromebooks to borrow

Homebound Delivery

Museum Passes

Book Discussion Groups

Public Meeting Rooms

Book recommendations from Readers' Advisory librarians

Online resources for books, music, movies, and magazines

Technology at the Library

Set up a technology appointment (limited to 30 minutes) or drop-in on Wednesdays at 2:00 for weekly technology help.

- Free Wi-Fi
- Computers have unrestricted Internet access and Microsoft Office Suite
- Print in black & white or color; wireless printing available
- Photocopy in black & white (\$0.10/page) Photocopy in color (\$0.25/page)
- Free scanning to USB or email
- Fax (\$0.50/page)
- Digital Media Lab for digitizing slides, negatives, photos, audio, and video

Mobile App & Online Resources

The NOBLE Libraries app stores your card so all you need to carry is your phone!

Download the NOBLE Libraries app

Explore our Online Resources

LUCIUS BEEBE MEMORIAL LIBRARY

Before and After: Library Bookmarks

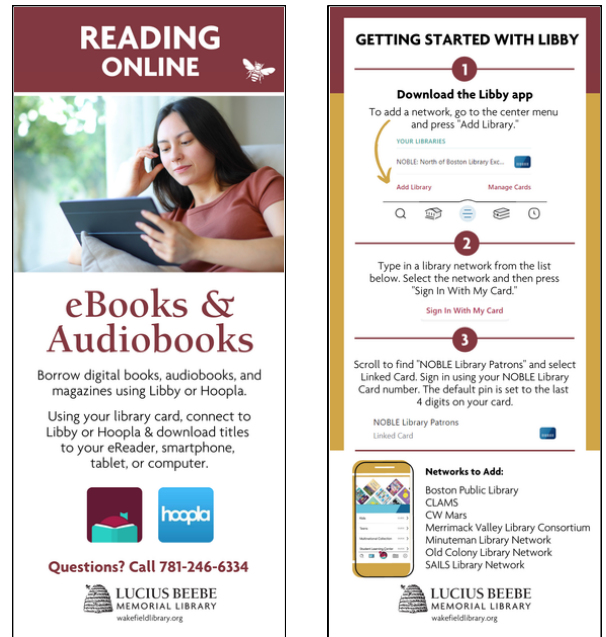
Original Design



Front

Back

After Brand Implementation



Front

Back



Front

Back



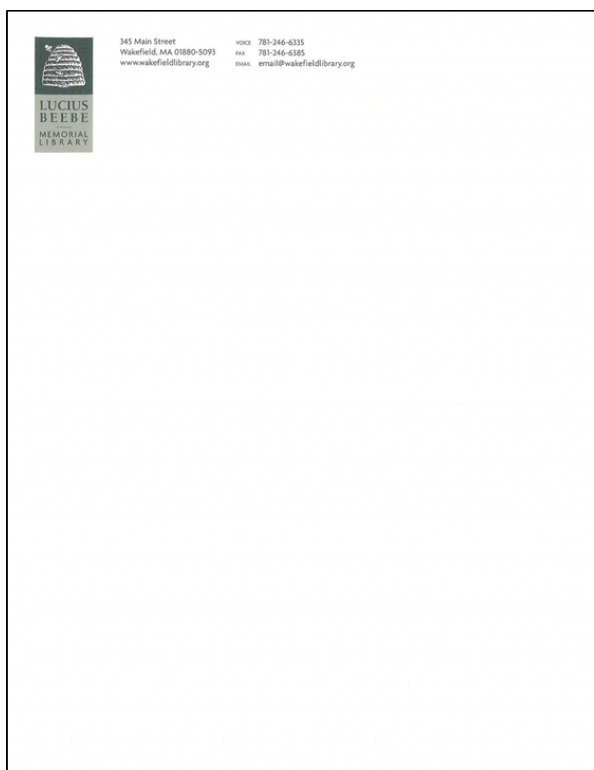
Front

Back

Before and After: Library Bookmarks



Before and After: Letterhead

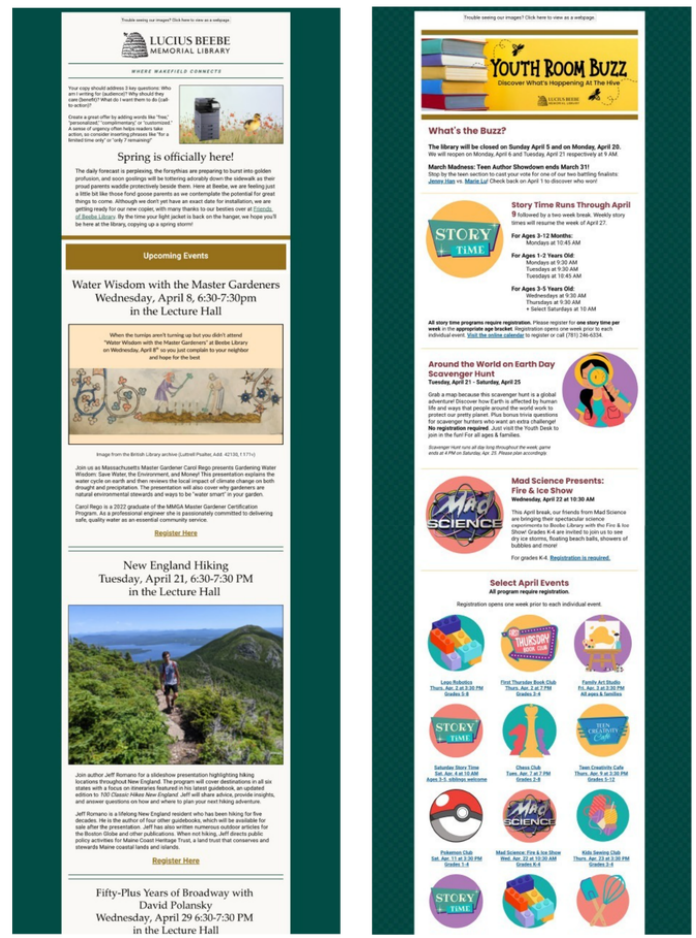


Before and After: Adult and Youth Newsletters

Original Design



After Brand Implementation



Before and After: Friends of Beebe Library Logo



Friends of
BEEBE LIBRARY





It was a privilege to work on the Lucius Beebe Memorial Library project.

From the first meetings to the final design files, we worked in partnership with with LBML's team, and were guided by a deep respect for the important work libraries do.

**Are you interested in exploring
a brand refresh for your library?
Contact us!**



704-763-0415 
cordelia@cordeliaandersonapr.com 
www.cordeliaandersonconsulting.com 