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Clearview Library District Rebranding

Clearview Library District serves a rapidly growing population in Northern Colorado, including Windsor, Severance, and West Greeley.

At the time of this project, the District was operating one library branch in Windsor, a bookmobile, and an administrative services center. They were also in the process of building a 10,000 sq. ft. library in the Town of Severance (opening April 6, 2024).

With another branch on the horizon, the board felt that public input on a new brand and naming conventions was necessary for the renaming of both libraries and to establish a convention for library names in the future.

Clearview LIBRARY DISTRICT

The Clearview Library District engaged with CAC to do the following:

1. **Solicit public input and recommend a naming convention** for the District's current library and future libraries to be built in the district, based on the feedback received from the board, the staff, and the public.
2. **Update the district's branding** based on public input on brand elements obtained during the naming convention work. The updated branding should build on previous re-branding efforts with the aim of refreshing the brand to appeal to all age groups served by the district.
3. **Design a district logo and color palette** that resonates with the public and is designed for multi-platform use.



Our approach was to gather and analyze community input; review the previous branding and renaming process; and research industry best practices for naming and branding.

We actively gathered input from residents in the towns of Windsor and Severance and residents of West Greeley, and from the various demographic groups who made up the district.

We gathered feedback on the branding options proposed in 2021 and categorized that feedback by age and area demographics.

When gathering community input, we sought to answer these questions:

- What are the community's priorities when it comes to naming their public institutions?
- What is unique and special about your community and its residents? And about your library district?
- What is their feedback regarding the branding options proposed in 2021?

After completing the community engagement phase, we combined that with our research on industry best practices for naming and branding, as well as a comprehensive brand audit, into a comprehensive Consultation Document.

From there, we began the creative design process. It was clear from the research what the Clearview Library District community valued most: Nature and a sense of community. We explored visuals, color palettes and typography related to this and other feedback in our initial logo designs. We took feedback from the client on the initial logo presentation, and refined a few of the chosen logos until the final version was approved.





Feedback on the new brand has been very positive. Staff, board, and members of the public have received it well and enjoyed the process.

We incorporated the new branding into a campaign promoting the Grand Opening of the Severance Location.

A year after the brand launch, Clearview Library District Communications Specialist Christine Henschler joined Cordelia Anderson to present the process at the Library Marketing and Communications Conference St. Louis. The session, **“**Taking a Community-Based Approach to Branding,” was very well-received.

Here are some comments from attendees:

“This was super helpful! We are going to rebrand very soon and this gave me a good blueprint to guide my library through the process.”

“As a visual designer for my library, I thought the process on how they updated their logo was very interesting, and how the community feedback influenced it. And getting the buy-in from the community that way. I also liked how they included common pitfalls for libraries so people know what to look out for.”

“This was a fantastic presentation! I loved how they told the story of how they arrived at the new brand. I've already shown the slides to my director.”



Library Marketing and Communications Conference

Library Marketing and Communications Conference Session Attendees

Final Deliverables







