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The Edmonton Public Library Unveils New Brand - Kicks off Launch with Contest Announcements, an MP3 Experiment and a Family Movie Night

EDMONTON, AB, April 22, 2010 - The Edmonton Public Library (EPL) today unveiled its new brand mark and launch campaign to media, kicking off a new day at EPL. The Library is updating its look to show how fun, fresh and relevant libraries are. EPL's new brand is a better reflection of the expert service, incredible content and unrivalled value that Edmontonians have come to expect from the Library.

On Friday, April 23, EPL officially launches its new brand to Edmontonians. As part of the launch EPL has two great contests for customers:

" Spread the Words Sticker Contest: EPL has developed low-adhesive stickers with its new brand colours. Customers are encouraged to stick them around the City and post photos of them to spreadthewords.ca between April 23 and June 5. The top three entries, based on customer votes, will win one of three great prizes - a Sony eReader, Flip video camera or Netbook PC.

" EPL for Life Membership Contest: People who register for a new library card or renew their existing membership between April 23 and June 5 will be eligible to win one of 15 EPL LIFETIME memberships.

To cap off the day of activities, EPL is inviting Edmontonians to Sir Winston Churchill Square to help create the largest MP3 Experiment in Canada. Why an MP3 experiment? It's an inclusive and interactive way to introduce EPL's new brand to the City. The fun, fresh approach is a great reflection of what EPL does every day in the community - share. People can download the MP3 file at www.spreadthewords.ca.

At 6:45 p.m. on Sir Winston Churchill Square, participants will simultaneously press "play" and follow the instructions that will play through their headphones. Following the Experiment participants are invited back to the Stanley A. Milner Library Theatre for an audience participation showing of *The Princess Bride*.

To date, EPL can confirm the following MP3 Experimenters: City Councillor Don Iveson; Edmonton Eskimo Patrick Kabongo; stilt walker Schuyler Snowdon; iNews 880 reporter Brittney LeBlanc and local Blogger Mack D. Male.

About the Edmonton Public Library (EPL)

The Edmonton Public Library carries everything you care about. We are Edmonton's largest lender of all manner of information and entertainment. Our professionally trained staff take you beyond Google with the knowledge, discernment and desire to help you navigate a universe of information. Every year, we host over 13 million in-branch and online visits across our 17 branches and website. We deliver our incredible content to you everywhere - in the library, at home, or on your handheld device. Unmatched access and unrivalled value - that is today's EPL. Spread the words.

For a copy of today's media kit, please contact Susan Wong Armstrong at swarmstrong@epl.ca or at 780-496-7055. To view EPL's new ad campaign please visit the following links:

<http://www.youtube.com/watch?v=g0KQPAiLLQw>

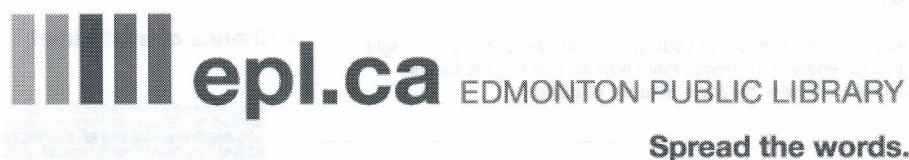
http://www.youtube.com/watch?v=0_p87V_eAc

<http://www.youtube.com/watch?v=Ml2fJVVkzfE>

<http://www.youtube.com/watch?v=GqfvqL8Yfjs>

Media Contact:

Susan Wong Armstrong
Edmonton Public Library
Tel: 780-496-7055
Email: swarmstrong@epl.ca



Friday, June 04, 2010

[Printable Version](#)

Welcome

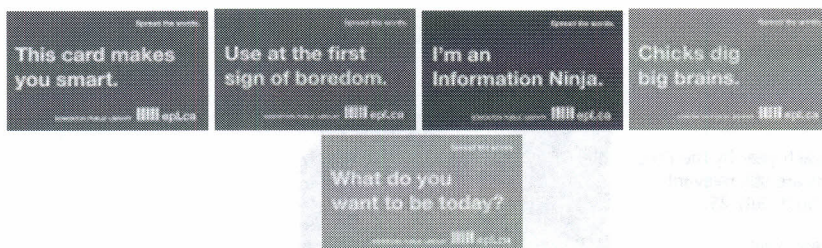
Thank you for subscribing to the Edmonton Public Library newsletter. Every month, we'll keep you informed on the latest news and events happening at your favourite library.

It's a New Day. Spread the words.

On April 23, the Edmonton Public Library officially launched our new brand. Our new look and promise are a better reflection of the expert service, incredible content and unrivalled value Edmontonians have come to expect at EPL. They show how fun, modern and relevant libraries really are. Our promise, "Spread the words." speaks to the essence of EPL's values – a passion for sharing. There are words for everything and everyone, and all of it is shared through EPL.

New Library Cards

Our fun and fresh attitude can be found on our new library cards. Stop by any library location to trade in your old card and get a new one. There are five sayings and five colors to choose from. Like your old card? That's OK, feel free to keep it.



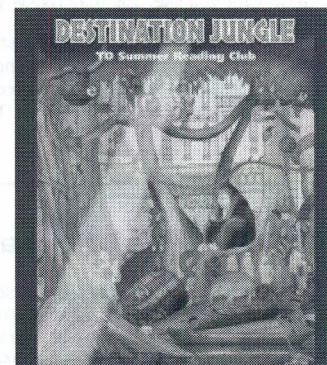
Check Out Our Brand Launch Site

Have you seen our new commercials yet? Saw how we spread the words with some Flash mobs? Check out our [Brand Launch site](#) and see how you can spread the words too!



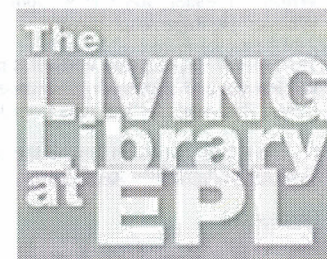
[Find out how fun and fresh EPL can be](#)

TD Summer Reading Club - Destination Jungle



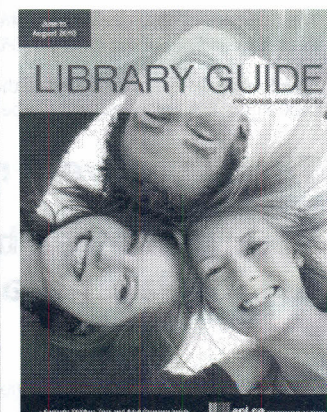
[Keep your kids reading this summer](#)

Living Library at EPL



[Learn more about EPL's Living Library](#)

Summer Library Guides Are In



Online renewal now available

Now you can renew your library card annually from the comfort of your own home, favourite café or right from your telephone. Visit www.epl.ca/renew to renew your membership now and be eligible for the EPL4Life lifetime membership contest. (**You must renew by June 5 to be eligible.**)

You can win great prizes!

EPL is holding two great contests to help celebrate a new day at EPL.

EPL4Life Membership Contest

Get a new library card or renew your existing membership before June 5, and you'll be entered into a draw for a chance to win one of 15 **LIFETIME EPL** memberships. Visit any library location to get a new library card. Or if you like, you may renew your library card online at www.epl.ca/renew.

Spread the words sticker contest

Take a look at some of the interesting places people have placed EPL stickers! Review the photos at www.epl.ca/StickerContest to vote for your favourites. There's still time to get in on the contest yourself. Pick up stickers at any EPL location. The top three entries will win a Sony eReader, Flip Mini video camera or a Netbook PC.

Go Behind the Scenes at the Freewill Shakespeare Festival

EPL's successful Behind the Scenes series is back – taking you behind the curtain of the Freewill Shakespeare Festival. Whether you're new to Shakespeare or a Shakespeare nut, EPL invites you behind the scenes for entertaining and interactive panel discussions with the cast and crew from this year's Freewill Shakespeare Festival productions, *Macbeth* and *Much Ado About Nothing*.

Learn what it takes to memorize and perform pages of literature – rain or shine – or what kinds of opportunities there are during the festival season. Audience members will get an insider's look at how a production comes together.

Behind the Scenes with the Freewill Shakespeare Festival

When: Tuesday, July 6 @ 4:30pm
Where: Heritage Amphitheatre

The Freewill Shakespeare Festival is presented each year by the Free Will Players and shows why Shakespeare's works are still relevant today. This year's festival runs from June 29 through July 25.

For more information on Behind the Scenes details, visit www.epl.ca/behindthescenes.

[Learn more](#)



A Newsletter Especially for Parents and Caregivers

The Edmonton Public Library now offers a newsletter filled with information for parents and caregivers. Read it to find out about different EPL programs and events relevant to you and your child.

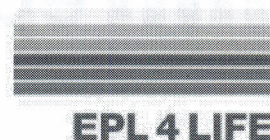
Click the link below to be added to the subscriber list for the Parent and Caregiver Newsletter. If you do not click on the link below you will not be added to the subscriber list.

Thank you very much.

Your name has been added to the subscriber list for Parents and Caregivers Newsletter.

[Click here --> I would like to subscribe to the Newsletter for Parents and Caregivers.](#)

A Chance of a Lifetime!



[Don't miss out. Renew now!](#)

7 Sir Winston Churchill Square
Edmonton, AB
T5J 2V4

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EPL Branding Overview

Logo Mark



Books and beyond.

Five simple bars can mean a great deal. They can represent a stack of books, a subtle reference to the current logo and a nod to historical identity of libraries. It can be seen as a stack of compact discs, DVDs or video games, representing EPL's many entertainment options. It can reference library shelves with a diversity of materials. It even echoes the barcodes that are scanned as EPL materials are shared with users.

The multitude of bright colours suggests diversity. Diversity in content, resources and services. Diversity in how the library is used by each of its members. Diversity in users themselves – demographically, ethnically and in lifestyles. It can mean many things to the many people we serve.

The look is fresh, fun, innovative and contemporary. It's simple, colourful and classic.

Campaign

Any story can be told.

The logo's coloured bars can extend far beyond EPL's corporate identity. By playing with their shape and context and pairing them with text, they can build meaning into the EPL brand and tell the EPL story. The lines can become curtains, waves or piano keys. They can represent every type of EPL content. They can inspire human emotion without ever showing a human being.

Spread the words.

Strengths of our New Brand

1. **Modern** – Current, colourful, smart, innovative and aspirational. It evokes a feeling and emotion about EPL that is currently absent. Utilizing the coloured lines and text differentiates EPL from the thousands of brands that exist.
2. **Diverse** – Represents many ideas, interests and people without using images that inherently include some people while excluding others.
3. **Evolving** – Grows with us. We have the freedom and flexibility to design and develop new messages as we need and want them.

Our new brand and mark are a better reflection of who we are, what we value and what we do. It will help bring unity and consistency to how we represent ourselves internally and externally.

Spread the words.

EPL's Brand Promise

A brand promise is the external articulation of our brand essence. It is a reflection of our core value and expresses our unique offering to customers in a short, impactful tagline.

Our New Brand Promise

Spread the words.

There are many kinds of words to spread – as many kinds as there are people and interests. Words in books, periodicals, databases, music and film. There are words we live by, words that express who we are and what we value, words that spread ideas.

Spread the words speaks to the essence of EPL's values – a passion for sharing. There are words for everything and everyone and all of it is shared through EPL. We are a centre for sharing. It shows that staff are the key link in sharing all of EPL's resources with the public – and enriching the lives of individuals and communities in the process.

It is a promise that speaks to every demographic and lifestyle. It says that we have the words you want to meet the interests you have.

It is a promise that articulates the role we play in our community. It is active and moving. It says we start conversations. We share words and ideas that empower and transform. It is what we do and what our customers and community do through us.

It is a statement that shows we are a leader in evolving technology, like social media. *Spreads the words* through our catalogue – share your opinions with friends and followers, rate your picks, show off who you are and what you like.

It is a fun, fresh twist on words that reflects the cleverness, community-mindedness, and value EPL provides. It evokes inclusiveness, caring, and sharing.

EPL provides an exceptional service to Edmonton. It's worth talking about and sharing. *Spread the words* is a call to action to this.

Spread the words.

Strengths of our New Brand Promise

1. **Authentic** – Directly relates to who we are, what we value and what we do.
2. **Active** – Calls for action from staff, customers and our community.
3. **Encompassing** – Speaks at many levels serving functional, emotional and self-expressive needs.

This brand promise can be used to encompass all that we value and everything we do. It is simple to understand and easy to remember with a distinct call to action. This promise embodies and projects the virtues and characteristics of the EPL Shared Values Wheel and Character Statement in a short, impacting declaration.

Spread the words.

Frequently Asked Questions about EPL's New Brand

The New EPL Brand

1. Why is EPL rebranding?

The objective of our rebranding is to more accurately present EPL's value to our customers. While we have a strong and loyal base of customers, our research shows that many Edmontonians have a limited and dated understanding of the library and the value we offer. We're not just about books anymore. We do not want incorrect and often poor perceptions to be a barrier to accessing our incredible content and services.

Our new brand is a better reflection of the expert service, incredible content and unrivalled value that customers have come to expect from EPL.

2. Why did EPL have to change its logo?

As part of the rebranding process we conducted customer, non-customer and staff research to further understand our stakeholders' opinions of EPL. We learned that many stakeholders have negative or inaccurate perceptions of EPL enforced by our logo. Comments included that it looked unprofessional, old, "just books", stodgy, basic "clip art", not innovative or modern.

While the "bookstack E" logo is identifiable, it is associated with a historic view of what EPL offers – just books – and does not accurately reflect the modern reality of the diverse materials, services and programs available at the library.

To ensure that the new brand we developed accurately reflected our value to the community, revitalizing our logo was essential.

3. Should I expect to see the new EPL logo at my branch right away?

Physical signage is much more complicated and expensive to update. As a result the changes to indoor and outdoor signage required to implement our new brand cannot happen overnight.

It is common practice for rebranding, with particular reference to signage and physical building changes, to follow a multi-year schedule.

Spread the words.

4. Will there be new library cards available? If so, will I be able to keep my existing library card number?

Yes. There will be new library cards available in our new colors and with our clever sayings. If you want to get one of the new cards, you will not be able to retain your current number. To get a new card, just visit the customer service desk at any one of our 17 branches.

5. How does the new brand affect our website?

EPL is currently redesigning our website to reflect the new brand, align better with our new catalogue and better serve our customers. The changes to the website are both visual and the underlying technology approach.

As you can imagine, it is not a trivial process, given the depth and breadth of our online resource, to transition from one site to another. We will provide additional details on the timing of our new website as we get closer to completion.

A website tutorial and view to the new site will be available a few weeks prior to going live which will allow customers time to familiarize themselves with the site.

Spread the Words Sticker Contest

6. What is the *Spread the Words* sticker contest and how does it work?

The *Spread the Words* sticker contest is a fun way to get Edmontonians involved in spreading the words about EPL's new brand. After all, it's your library.

We want you to take our low-adhesive stickers, with our new messages and new colors, stick them around the city, take pictures of the fun and fresh places you stick them, and post to www.spreadthewords.ca for your chance to win three great prizes.

7. Where do I get my stickers?

You can visit any of our 17 branches in Edmonton to pick up your stickers. Just ask at the customer service desk.

8. How long do I have to put my stickers up?

Round 1 of the *Spread the Words* sticker contest starts April 23 and goes to 12:00pm (noon) June 4. During this time you can upload all of your sticker photos to our website (www.spreadthewords.ca) and the public can rate your photos. Beginning June 8, the Top 10 photos (based on public rating) will go head to head in public voting until 12:00pm (noon) June 15 (Round 2). The top-three vote getters will be announced on June 18. For contest rules, visit www.spreadthewords.ca.

Spread the words.

9. What are the prizes in the *Spread the Words* sticker contest?

The top three entries, based on public vote between June 1 and June 8, will win one of three great prizes – a Sony eReader, Flip video camera or Netbook PC.

10. Can I select or trade my prize?

No. Prizes must be accepted as awarded.

11. Who is eligible for the *Spread the Words* sticker contest?

The sticker contest is open to all customers, excluding EPL staff.

12. How many photos can I enter into the contest?

You can enter as many photos as you wish in Round 1. However, only a maximum of two (2) photos from any individual can move on to Round 2.

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An individual can only win a maximum of one (1) prize in the *Spread the Words* sticker contest.

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This contest is based on creativity, innovativeness, cleverness and fun (like the new EPL brand), so we encourage you to have fun and place the stickers in interesting places. The prizes will be awarded based on public vote so originality, inventiveness and humour are essential. Having said that, as always, it is imperative that staff behave safely, lawfully and respectfully. For contest rules, visit www.spreadthewords.ca.

15. Will photos edited with Photoshop (or any other photo editing software) be accepted?

No. We are looking for real photos of real stickers in real locations.

16. Isn't putting stickers on things vandalism?

No. We checked with the City of Edmonton and because the stickers are low adhesive (more like a decal than sticker) and not permanent, they are legal to use. But, as noted above, if you do not feel comfortable placing a sticker somewhere, don't do it.

17. Are people who put up the stickers responsible for taking them down?

That's up to you. With the objective of having them placed in innovative and creative places around town, we don't expect there to be more than one (or a couple at best) in any particular location. If someone objected to the sticker it would be simple and fast for him/her to remove and put in the garbage. We also want them to stay up to generate interest and attention – not just be placed for

Spread the words.

the photo and removed. Finally, we haven't produced a tremendous number of stickers so they shouldn't cause a litter problem.

EPL for Life Contest

18. How does the *EPL for Life* contest work?

The *EPL for Life* contest is an opportunity for new and existing EPL customers to win one of 15 lifetime EPL memberships. The contest is for any new membership or renewal generated between April 23 and June 5. It applies to both paid and fee-waived memberships. A random draw will be made and contest winners announced on June 7.

19. Who is eligible to enter the *EPL for Life* contest?

The contest is open to all customers, excluding EPL staff.

20. If my membership doesn't expire until after June 5, can I renew my membership early to be eligible for the contest?

Yes. Just visit any EPL branch during the contest period and we will renew your membership for a year from the original expiry date. For example, if your membership comes due on June 30, 2010, you can renew it to June 30, 2011 at any time during the contest period.

21. What if I already renewed my membership before April 23, 2010. Am I eligible for the contest?

If you have renewed your card within the week prior to the contest (i.e., between April 16 to 22 only), your name will be entered into the contest. Anyone with an earlier renewed date can choose to renew their card again for another year.

Here's an example: George renewed his card and his new expiry date is April 2, 2011. He hears about the contest and comes to the library on April 24, 2010 to find out how he can still be eligible to win the fantastic prizes. George can choose to renew his card again until April 2, 2012.

22. If I have an existing three year membership am I eligible for the contest?

Yes. Customers with existing three year memberships whose renewal does not come up during the contest period can visit any EPL branch and request to be added to the contest.

23. Are additional adult memberships in the household eligible for the contest?

Yes. Additional adult memberships are eligible for the contest.

Spread the words.

24. If I purchase a library membership gift certificate for a friend, will I receive an additional entry into the contest?

No. The person purchasing a gift certificate will not receive an additional entry. Your friend (the person receiving the gift certificate), however, would become eligible for the contest if he/she redeems the gift certificate for a new membership or membership renewal during the contest period.

25. Are juvenile cards (under 18) eligible for the membership drive contest?

Yes. Juvenile cards are eligible if they register for a new card during the contest period.

26. Are L-Pass and Reciprocal users eligible for the membership contest?

No. L-Pass users register or renew their memberships online using the U of A website. Because L-Pass and Reciprocal Borrower cards are dependent on borrower agreements with other libraries they will not be eligible for the contest.

Who We Are and What We Value

EPL Shared Values Statement

We share.

We are alive with ideas and purpose. Our greatest passion is creating connections that help, grow, foster, inspire and change.

We share stories, ideas and experiences. We share with our customers, our communities, and ourselves. We are Edmonton's largest lender of all manner of information and entertainment.

We're proud to provide the most incredible content to our community. We take you beyond Google. We are expert navigators, with the knowledge, discernment and desire to point the way to today's most relevant databases, current digital content, dynamic audio-visual resources, the latest hard-cover sensations, historic print materials, and priceless collections. It's everything you could want, pre-searched, pre-sorted and delivered with responsive, personal service.

We're trained experts. We're smart, professional and experienced. We educate, excite, enlighten and entertain. We're always growing and improving what we do and who we are.

We're progressive and original. We look for new ways to do things better, like improving usability and catalogue searching online, to more efficient check outs, to library programs for all ages, to new services and collections. We're fresh, fun, modern and innovative.

We provide a lot for very little. And we offer it to everyone. We deliver this incredible value to you in person, to your computers or handheld devices and in some cases, right to your door! We are bigger than our buildings.

We're open. We accept everyone and adapt to every unique need and situation. We're flexible and always friendly.

We are unbiased. We're excited by ideals, ideas and conversations. We don't judge and we don't discriminate! Through us, knowledge is discovered and shared, people changed and shaped, partnerships made, and neighbourhoods nurtured and grown. We touch lives every day. We are a catalyst for promoting dialogue and inspiring change. We are your conduit to the past, present and future ways of seeing the world.

At our core, we're human. We're people who put other people first. And we go the extra distance to make a difference.

We provide a caring, humane, customer-centered experience, incredible content, unparalleled access, and unrivalled value that cannot be bought for any price anywhere else. We are essential to our city, our communities, and our customers. We want all of Edmonton to know who we are, what we do and how we can help.

SPREAD THE WORDS

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24. If I purchase a library membership gift certificate for a friend, will I receive an additional entry into the contest?

No. The person purchasing a gift certificate will not receive an additional entry. Your friend (the person receiving the gift certificate), however, would become eligible for the contest if he/she redeems the gift certificate for a new membership or membership renewal during the contest period.

25. Are juvenile cards (under 18) eligible for the membership drive contest?

Yes. Juvenile cards are eligible if they register for a new card during the contest period.

26. Are L-Pass and Reciprocal users eligible for the membership contest?

No. L-Pass users register or renew their memberships online using the U of A website. Because L-Pass and Reciprocal Borrower cards are dependent on borrower agreements with other libraries they will not be eligible for the contest.