

# BRAND IDENTITY UPDATE

Partner - Showcase Communications

# Showcase Communications Process

1. Audit & Market Research

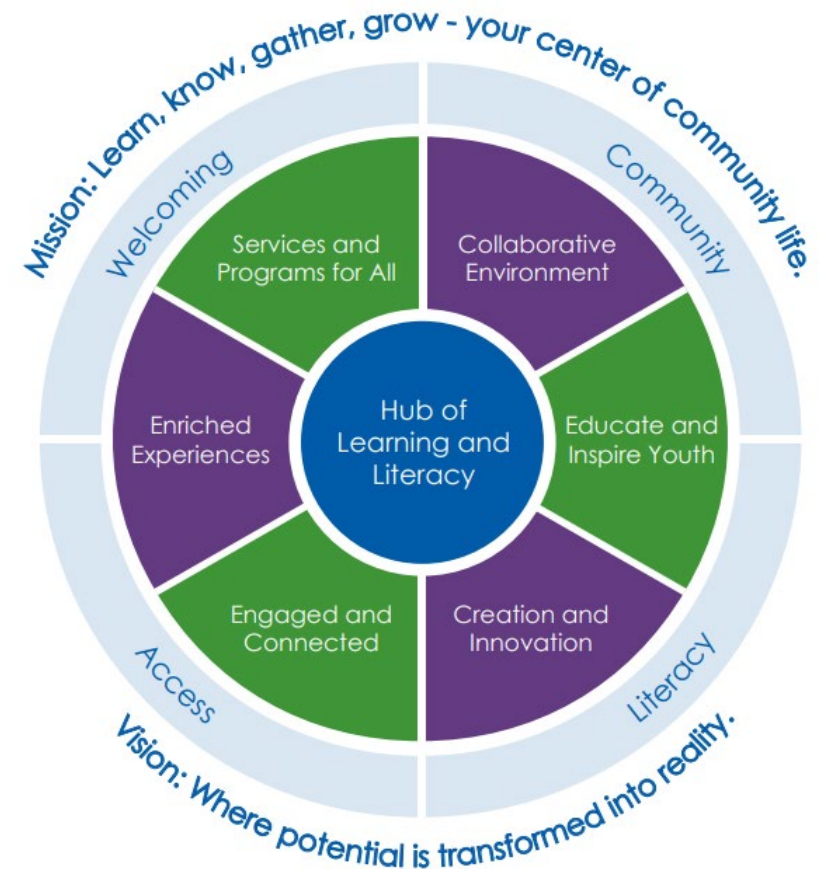
2. Concept Creation

3. Community Engagement

4. Identity Refinement

# Audit & Market Research

- Vision, mission, values
- Strategic plan
- Strategic communications plan
- External – inspiration
- Internal – partners, building



# Concept Creation

- Modern but timeless
- Clean and simple
- Logo mark be used separately
- City connection
- New building connection

	<b>Warm #1</b> Oat	RGB: R230 G215 B190 Hex: E6D7BE CMYK: C9 M13 Y25 K0
	<b>Warm #2</b> Wheat	RGB: R230 G195 B145 Hex: E6C391 CMYK: C10 M23 Y47 K0
	<b>Warm #3</b> Sand	RGB: R195 G135 B95 Hex: C3875F CMYK: C22 M50 Y68 K3
	<b>Warm #4</b> Golden Orange	RGB: R235 G150 B50 Hex: EB9632 CMYK: C5 M47 Y93 K0
	<b>Warm #5</b> Rust	RGB: R215 G110 B55 Hex: D76E37 CMYK: C12 M68 Y89 K1
	<b>Warm #6</b> Crimson	RGB: R180 G60 B60 Hex: B43030 CMYK: C21 M89 Y78 K11
	<b>Cool #1</b> Sky	RGB: R180 G205 B205 Hex: B4C1CD CMYK: C30 M10 Y18 K0
	<b>Cool #2</b> Lake	RGB: R155 G165 B170 Hex: 9B85AA CMYK: C42 M29 Y28 K0
	<b>Cool #3</b> Pebble	RGB: R170 G190 B175 Hex: A8BEAF CMYK: C35 M16 Y32 K0
	<b>Cool #4</b> Aqua	RGB: R130 G185 B180 Hex: 82B9B4 CMYK: C50 M12 Y30 K0
	<b>Cool #5</b> Teal	RGB: R45 G100 B100 Hex: 2D6464 CMYK: C83 M44 Y54 K23
	<b>Cool #6</b> Night	RGB: R30 G65 B65 Hex: 1E3E41 CMYK: C85 M58 Y59 K48



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APPLETON

# Community Engagement – Focus Groups

- Tested three concepts
- One rose to the top
- Clean, simple design
- Emphasize library
- Incorporate warm colors
- City connection



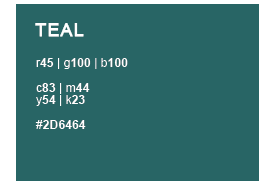
# Identity Refinement & Development



APPLETON PUBLIC  
LIBRARY



## PRIMARY COLORS



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!&”;

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!&”;