



CITY OF APPLETON

Appleton Public Library
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To: Appleton Public Library Board of Trustees

From: Tina Krueger, Communications Coordinator

Date: 6-18-2024

Subject: Request to Approve Brand Identity Refresh with Showcase

Communications for an amount not to exceed \$18,000

I request your approval to contract with Showcase Communications to refresh the Appleton Public Library brand identity.

The proposed refresh coincides with the opening of the new building, helping us to fully illustrate the library's vision and mission through our brand identity.

Project objectives include:

- Creating a modern identity reflective of the library brand, including logo design, tagline/positioning statement, color palette and typography.
- Aligning the library's brand standards with the City of Appleton brand standards.
- Creating supporting collateral to bring the new brand identity to life, including stationery and various communication templates.

Showcase Communications recently worked with the City of Appleton on their brand identity update. By contracting with them on the library brand identity refresh, we will be able to reach our project objectives more efficiently and effectively.

Project cost is not to exceed \$18,000. Attached is the full brand identity refresh proposal submitted by Showcase Communications.