



To: Toronto Public Library Board – October 28, 2002

From: City Librarian

Subject: **New Library Cards**

Purpose:

To inform the Toronto Public Library Board of changes to library cards to incorporate Toronto Public Library's new logo.

Funding Implications and Impact Statement:

The purchase of new library cards will be accommodated within the operating budget.

Recommendation:

It is recommended that the Toronto Public Library Board receive the New Library Cards report for information.

Background:

At its May 28, 2001 meeting, the Library Board approved a new logo for Toronto Public Library (TPL). Staff was directed to bring forward a detailed strategy for implementing the new logo through a comprehensive visual identity program. Strategies to launch and implement the new logo were presented to the Library Board on September 24, 2001.

Comments:

As part of the implementation of the new logo, a 'no-waste' policy was adopted to ensure all current supplies of business products and publications were depleted before the new visual identity was applied. In terms of library cards, the implementation of the new logo was also an opportunity to assess the use and improve the functionality of TPL's existing library cards.

The result of this assessment is that TPL will provide four distinct types of cards, all with the new logo and a magnetic strip:

- adult library card
- child library card
- non-resident access card (formerly known as stacks retrieval card)
- Quickprint+ card (formerly known as copy card).

The design specifications for these cards are provided in Attachment 1.

The addition of a magnetic strip to library cards allows customers to add monetary value to them. Once value is added, customers have the convenience of using their library cards to pay for photocopying, fines, and library promotional items. An additional convenience for customers is that by combining the copy card functionality with library cards, it is no longer necessary to carry two separate cards to access the full range of library services. A separate copy card or Quickprint+ card is still required, however, for those instances when customers do not bring their library cards with them or for those who only want to make photocopies and do not have a library card.

In keeping with the original strategy for implementing the new logo, a 'no-waste' policy will be used in the introduction of the new library cards. Customers will continue to use their current library cards and will get new ones only when they need to be replaced or when the combined copy/library card is required.

Conclusion:

The production of library cards with TPL's new logo represents an important component of the implementation of the visual identity program. The addition of a magnetic strip to all library cards introduces a convenient way in which to pay for photocopying, fines and other items and eliminates the need for customers to carry two different kinds of library cards.

Contact:

Suzanna Birchwood; Director, Marketing and Communications; Tel: 416-393-7214; Fax: 416-393-7083; E-mail: sbirchwood@tpl.toronto.on.ca

Vickery Bowles; Director, East Region; Tel: 416-396-8811; Fax: 416 396-8973; E-mail: vbowles@tpl.toronto.on.ca

City Librarian

List of Attachments:

New Library Card Designs