



To: Toronto Public Library Board – September 24, 2001

From: City Librarian

Subject: **Visual Identity Program Implementation and Launch**

Purpose:

To provide the Toronto Public Library Board with details concerning the launch of the new visual identity program and the implementation plan for its use.

Funding Implications and Impact Statement:

There is no cost associated with the implementation of the visual identity program, except for the introduction of new signs.

Signs for new and renovated branches will be included in the capital program for each project.

All other sign replacement will be funded annually (approx. \$50,000) from the Library's annual maintenance budget (see Attachment 1).

Recommendation:

It is recommended that the Toronto Public Library Board review and approve the *Visual Identity Program Implementation and Launch Plans*.

Background:

At the meeting on May 28, 2001, the Toronto Public Library Board approved the logo selected by the Creative Committee as the Library's official new logo. Staff was directed to bring forward a detailed strategy for implementing the new logo through a comprehensive visual identity program.

Comments:

Implementation Strategy

1. Visual Identity Manual

The purpose of TPL's visual identity program is to secure high visibility for the name "Toronto Public Library". Other goals of the program include: a clear and consistent "new" image for

TPL as a single Library system; the consistent application of a strong visual image that helps people in Toronto identify Library buildings and their associated services; and a single, strong identity that provides an easily recognized media presence.

A visual identity manual supports this consistent, standardized approach to the use of the logo by outlining all elements for its use and application. The delegation of authority for the program to a single source is a key element to ensure that TPL's visual identity is protected from misuse and incorrect use.

Within Marketing and Communications, a visual identity coordinator will review projects and ensure compliance with the manual. Final approval for exceptions or specific applications not covered by the manual rests with Marketing and Communications.

2. Promotional and Business Products and Vehicles

Effective October 1, 2001, the new logo will be applied to all promotional and business products as part of a phased-in, no-waste strategy. The current supply of business products and publications will be depleted before the new visual identity is applied.

All new and reprinted promotional products that will appear in the public domain after October 1, 2001 will include the new visual identity.

All vehicles acquired after October 1, 2001 or any vehicles without identifying signs will be labeled with the new logo. Replacement of old vehicle signs will be managed as required through the vehicle replacement program.

3. Signage

All exterior freestanding or on-site signs used to identify the Library will be replaced in priority order using the criteria noted below:

1. New, reconstructed branches
2. Reference and research libraries and other major centres
3. Branches that have signage from a former system
4. Branches that have an exterior sign with branch name only (no logo)

Signs needing replacement due to vandalism or deterioration are excluded from this list and will be dealt with on a case-by-case basis.

The attached list indicates the branches at which signs will be replaced over the next three years. This list includes the high traffic research and reference libraries and district libraries, as well as branches covered by a capital program.

4. Visual Identity Launch

The successful introduction of the new logo depends on its *successful and extensive application over a long period of time*, rather than its introduction at a single formal event. Consequently, staff recommends a diffuse launch plan that will allow the new logo to be seen by many different communities in a variety of settings and activities.

Throughout Fall 2001, TPL's new visual identity will be brought to public attention through a series of high profile, varied applications including: the annual report; cultural events such as the Performing Arts series; the new website; special events including the opening of the new Eatonville Library, *Word On the Street*, and *First Night*. The Library is participating in *First Night*, in exchange for extensive name recognition in print/transit advertising across Toronto.

The strong impression created by the new logo will be further sustained over time by the protocols outlined in the visual identity manual.

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City Librarian

List of Attachments:

Signage Implementation Plan