

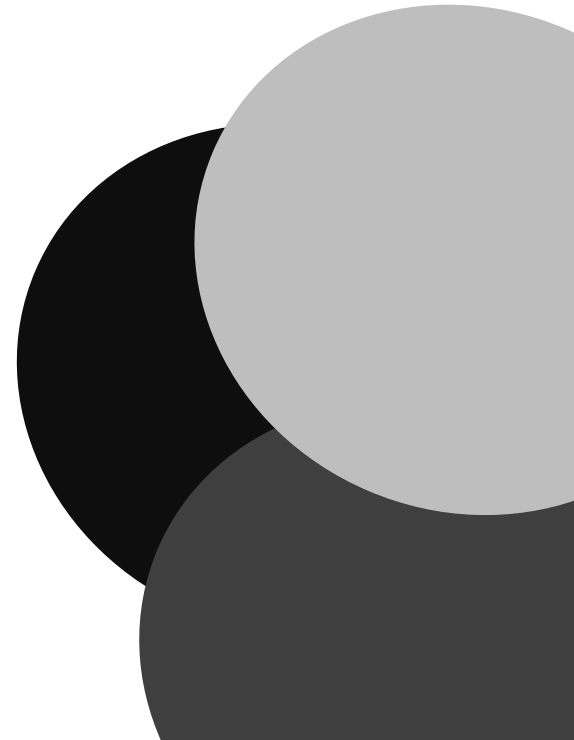
Friends of the Library

Branding Guide

Friends of the Library

Designed by Sara Garland, Eleanor Guydon, Annalise Knutson, and Edel Pace

Memphis Public Libraries | Cossitt Library Branch



Background and Development

The Cossitt Library, a branch of the Memphis Public Libraries, was founded in 1893 as the first library in the city of Memphis. The original library was constructed in a Romanesque architectural style downtown along the Mississippi River. Upon opening, all funds had been exhausted during construction, prompting a community effort to fill the library with books (Arnold website). The library underwent major changes in the 1920s and 1950s, with the latter being referred to as a “renovation” in which most of the original distinguishing features were destroyed in the name of modernization (“Memphis Cossitt Library”). The resulting visible changes have largely stood to this day.

In 2018, the Cossitt Library closed for another series of major renovations, with a scheduled reopening in November of 2021. The new improvements include a **courtyard cafe, meeting rooms, a performance area, studio spaces, a workshop area, and a sit-in installation reflecting the history of desegregation within the Memphis Public Libraries.**

As part of the redesign, the Cossitt Library Friends of the Library program will be receiving a branding update. The program began in the Memphis Public Libraries in May of 1962. Last year alone, the Friends of the Library raised over \$400,000 for various needs within the library system. The Cossitt Library is looking to expand upon its current Friends of the Library program to better reflect and serve the community it represents. This branding guide is intended to give the program consistent branding materials and instructions on usage as they move forward in this effort.

Included in this guide:

- Mission Statement
- Tagline
- Logo
- Color Swatches and Codes
- Typography
- Examples of Branding in Use
- Logo Iterations



Memphis Public Libraries website logo



Image of Original Cossitt Library (left/foreground) in 1910 from Historic-Memphis website



Image from Historic-Memphis website of Cossitt Library following 1958 renovations



Current Friends of the Library logo in use with the Benjamin L. Hooks Central Library

Mission Statement

The mission statement for the Cossitt Library Friends of the Library re-branding is as follows:

The mission of the Cossitt Friends of the Library is to provide opportunities for everyone in our community to take advantage of a wide variety of library programs and resources. Our organization will make every effort to represent the community that we serve through outreach, leadership, and partnership.

By creating new branding, the aim is to create new opportunities as the Cossitt Library reopens after its extended closure. Essentially, the Cossitt Friends of the Library will be updating along with the library itself, working towards goals of better reflecting the community in its membership and scope of program planning. The mission statement highlights continued outreach programs, such as pop-up libraries and reading in the park, and the vision for attracting leaders and community partners to the Friends program.



Interior renovation rendering from Groundswell Design Group website



Exterior (top) and interior (bottom) renovation renderings from Groundswell Design Group website



Tagline

As presented in the design brief from the Cossitt Library, the current branch tagline is "Learn + Create + Engage." In order to show the relationship between the branch and its Friends chapter, we recommend the following tagline:

Where Community Prospers.

Logo

The logo we recommend is an effort to honor the history of the Cossitt Library while looking towards the future goals of the Friends of the Library program.

The design features the arches in the original library architecture as well as vertical lines in the current facade. This lends itself to a branding identity concept with multiple meanings:

- Honoring the history of the Cossitt Library branch is reflected in the arch structure of the “M.”
- The “M” represents the branch’s affiliation with the Memphis Public Libraries as well as its presence downtown.
- The arches represent the interlocking of arms in a display of togetherness, symbolic of the civil rights history of the library.
- The three vertical lines are representative of the three major renovations in the library’s history and resemble the current and future facade.

App Logo

The app-based and social media logo is a scaled-down, color-inverted version of the print-based logo with the “Friends of the Library” text removed. This design helps maintain the consistency of the branding for use on social media. The color swatches indicate the use for the color and black and white logos on the following page.



Color Swatches and Codes

The following five colors have an essential role in the Friends image, whether in the logo or specific layouts of the design, physically. The color scheme is necessary for consistency and contrast of all materials. The colors of red, black, and shades of grey will be memorable for being the Cossitt Friends of the Library brand.

#E9272C (Repetition Red)

Use our Repetition Red for seating in the library such as chairs, booths, benches and couches.

#992022 (Reference Rustic Red)

Use our Reference Rustic Red for anything on paper (background - not fonts), such as display signs, bookmarks, menus in the cafe, signs to section off bookshelves, and bags.

#101010 (Bibliography Black)

Use our shade of Bibliography Black for fonts used in the library. Examples include bathroom signs, menu fonts, location signs (directional signage) and brochures.

#40403F (Glossary Grey)

Use our Glossary Grey for certain wall colors. This wall color may be placed in rooms such as the cafe, meeting rooms, and performance areas for a calm, comfortable presence. This color can be used to contrast red seating.

#BFBFBF (Genre Grey)

Use our Genre Grey color for website purposes along with Reference Rustic Red. Use Genre Grey for all fonts online on website.

Typography

Typography should convey a sleek, modern appearance while retaining characteristics that will allow it to remain fresh and useable for many years to come. To keep consistency throughout all materials and create an identity for the program, we recommend that the Cossitt Friends of the Library use one font, Open Sans. This font is widely available to download from Google and Adobe Creative Cloud, making it easily accessible for anyone involved with the Friends of the Library.

Open Sans Condensed Light

Open Sans Condensed Light Italic

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Condensed

Open Sans Bold

Open Sans Bold Italic

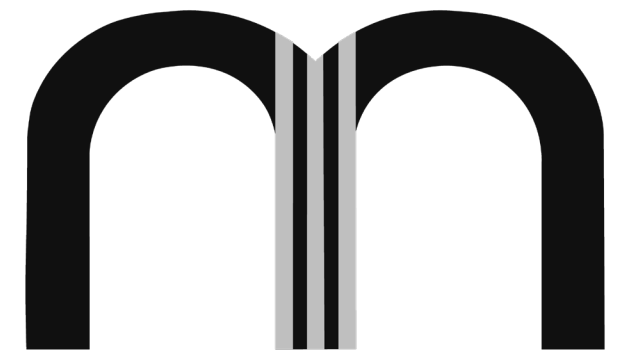
Open Sans Extrabold

Open Sans Extrabold Italic

Open Sans
Sans serif typeface
A Google font



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Branding in Use

Brand consistency is critical when utilizing the Friends logo. Altering the shape of the arches is **not** recommended.



Yes



Yes

The print and social media logos can be converted to black and white for use on materials with one of the red or white background colors in our palette.



Yes



Yes

Maintaining vertical and horizontal alignment is also required when using the logo in a print or web-based setting. Tilting or otherwise changing the angle is **not** recommended.



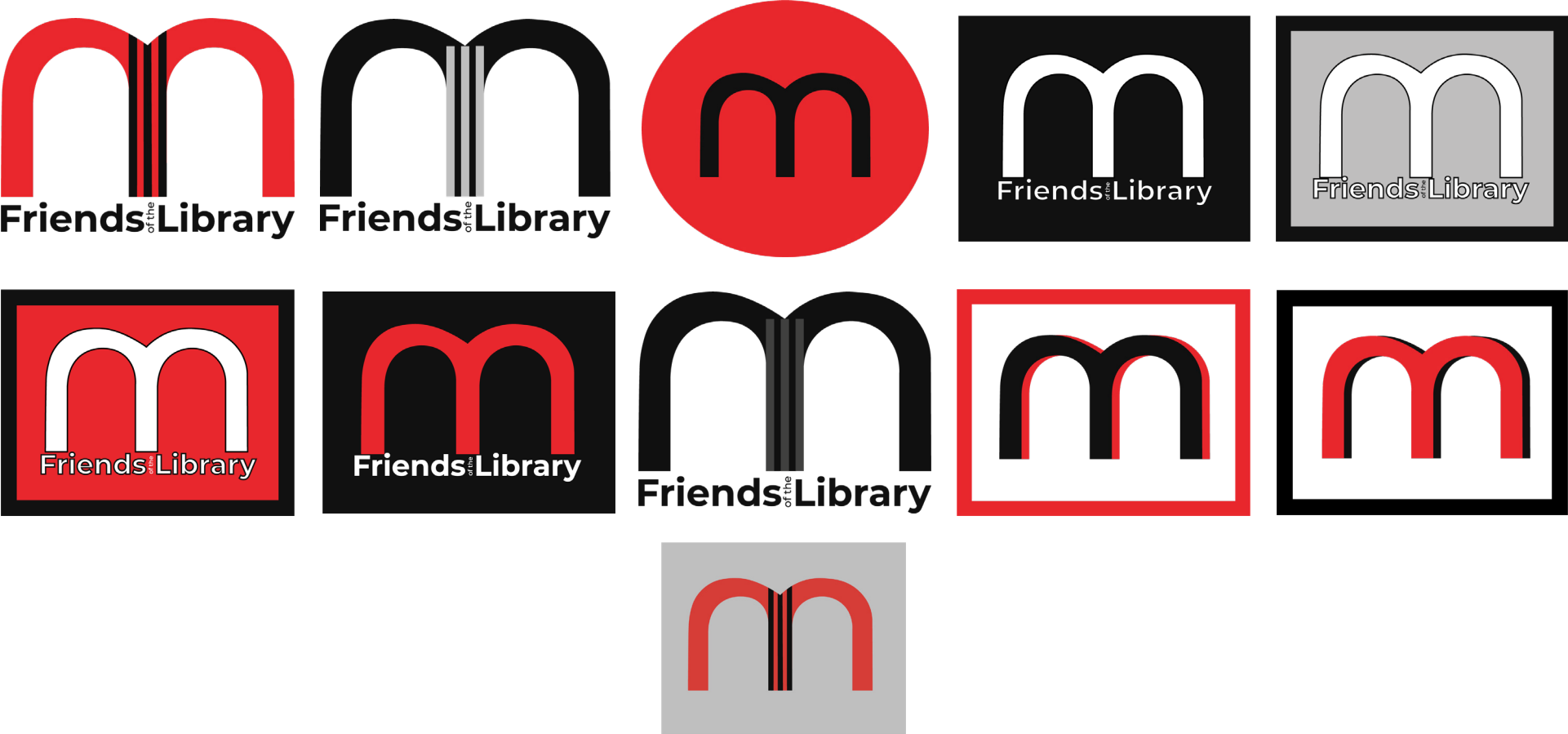
Yes



No

Logo Iterations

Early Drafts



Final Results



Works Cited

- Arnold, Walter. "The Art of Abandonment: The Cossitt Library - Memphis, Tennessee." *The Art of Abandonment, Photography by Walter Arnold*, www.artofabandonment.com/2017/08/the-cossitt-library-memphis-tn. Accessed 10 Oct. 2021.
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