

EPL Branding Overview

Logo Mark



Books and beyond.

Five simple bars can mean a great deal. They can represent a stack of books, a subtle reference to the current logo and a nod to historical identity of libraries. It can be seen as a stack of compact discs, DVDs or video games, representing EPL's many entertainment options. It can reference library shelves with a diversity of materials. It even echoes the barcodes that are scanned as EPL materials are shared with users.

The multitude of bright colours suggests diversity. Diversity in content, resources and services. Diversity in how the library is used by each of its members. Diversity in users themselves – demographically, ethnically and in lifestyles. It can mean many things to the many people we serve.

The look is fresh, fun, innovative and contemporary. It's simple, colourful and classic.

Campaign

Any story can be told.

The logo's coloured bars can extend far beyond EPL's corporate identity. By playing with their shape and context and pairing them with text, they can build meaning into the EPL brand and tell the EPL story. The lines can become curtains, waves or piano keys. They can represent every type of EPL content. They can inspire human emotion without ever showing a human being.

Strengths of our New Brand

1. **Modern** – Current, colourful, smart, innovative and aspirational. It evokes a feeling and emotion about EPL that is currently absent. Utilizing the coloured lines and text differentiates EPL from the thousands of brands that exist.
2. **Diverse** – Represents many ideas, interests and people without using images that inherently include some people while excluding others.
3. **Evolving** – Grows with us. We have the freedom and flexibility to design and develop new messages as we need and want them.

Our new brand and mark are a better reflection of who we are, what we value and what we do. It will help bring unity and consistency to how we represent ourselves internally and externally.