

EPL's Brand Promise

A brand promise is the external articulation of our brand essence. It is a reflection of our core value and expresses our unique offering to customers in a short, impactful tagline.

Our New Brand Promise

Spread the words.

There are many kinds of words to spread – as many kinds as there are people and interests. Words in books, periodicals, databases, music and film. There are words we live by, words that express who we are and what we value, words that spread ideas.

Spread the words speaks to the essence of EPL's values – a passion for sharing. There are words for everything and everyone and all of it is shared through EPL. We are a centre for sharing. It shows that staff are the key link in sharing all of EPL's resources with the public – and enriching the lives of individuals and communities in the process.

It is a promise that speaks to every demographic and lifestyle. It says that we have the words you want to meet the interests you have.

It is a promise that articulates the role we play in our community. It is active and moving. It says we start conversations. We share words and ideas that empower and transform. It is what we do and what our customers and community do through us.

It is a statement that shows we are a leader in evolving technology, like social media. *Spreads the words* through our catalogue – share your opinions with friends and followers, rate your picks, show off who you are and what you like.

It is a fun, fresh twist on words that reflects the cleverness, community-mindedness, and value EPL provides. It evokes inclusiveness, caring, and sharing.

EPL provides an exceptional service to Edmonton. It's worth talking about and sharing. *Spread the words* is a call to action to this.

Spread the words.

Strengths of our New Brand Promise

1. **Authentic** – Directly relates to who we are, what we value and what we do.
2. **Active** – Calls for action from staff, customers and our community.
3. **Encompassing** – Speaks at many levels serving functional, emotional and self-expressive needs.

This brand promise can be used to encompass all that we value and everything we do. It is simple to understand and easy to remember with a distinct call to action. This promise embodies and projects the virtues and characteristics of the EPL Shared Values Wheel and Character Statement in a short, impacting declaration.